

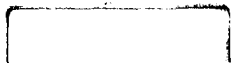
**Marlboro Target Exploration:  
Understanding Generation X**

**August, 1992**



2041855604

I. TODAY'S YOUNG ADULT  
MALE SMOKER



2041855605

# **I. Today's Young Adult Male Smoker**

2041855606

# **Today's Young Adult Male Smoker**

**August 1992**

2041855607

## **Background**

- ✓ **As with any mature brand, important to re-evaluate relevance/appeal of Marlboro to key target**
- ✓ **Especially important now as Camel has provided a segment of YAMS with an alternative image**
- ✓ **Challenges us to explore how YAMS feel, act and have changed in recent years**

## **Purpose**

- ✓ **To present a view of the young adult male smoker in 1992**
  - ♦ **What societal factors have shaped his development**
  - ♦ **What factors characterize this generation**
  - ♦ **What is it like to be a young adult male in 1992**
  - ♦ **How young adult male smokers feel about masculinity**

## **Agenda**

- ✓ **Chronology of the Young Adult Male Smoker**
- ✓ **Meet Generation X**
- ✓ **Young Adult Men Today**
- ✓ **Masculinity**
- ✓ **Implications for Advertising**

## **Sources**

- ✓ **Review of current literature**
- ✓ **LBCo. Qualitative Study of Masculinity, July, 1992**
- ✓ **"What's Hot" Dialogue Survey, Fall, 1991**
- ✓ **Time/CNN Poll on Post-Boomers, 1990**
- ✓ **Playboy Mantrack 1991, Yankelovich, Clancy and Schulman**
- ✓ **Sports Illustrated/Liberman Research, Inc. Poll on the American Male**
- ✓ **Bureau of Labor Statistics**

**Bibliography listed as appendix**



# **Chronology Of The Young Adult Male Smoker**

## **Chronology Of The Young Adult Male Smoker**

- ✓ **Born 1968-1974**
  - ◆ **No first-hand memory of Nixon, Vietnam, Watergate, Hippies, first walk on the moon**
- ✓ **Children of fractured families**
  - ◆ **40% are children of divorced parents**
  - ◆ **78% are children of working parents**
- ✓ **Grew up fast**
  - ◆ **33% used drugs in high school**
  - ◆ **75% had sex by age 17**
  - ◆ **82% used alcohol in high school**
- ✓ **Children of technological age**
  - ◆ **Media savvy**
  - ◆ **Computer literate**
  - ◆ **Technology is comfortable, not frightening**

## **Chronology (Cont'd.)**

- ✓ Reached adolescence in time of economic prosperity
  - ♦ Popular culture was obsessed with financial success/status
- ✓ Reached adulthood in time of worldwide recession
  - ♦ Employment/long term prospects weak
    - Unemployment rate among 20-24 year olds increased in the 90's
      - 11.7% in 1991
      - 8.8% in 1988
    - Higher unemployment, faster increase than among males 25+
  - U.S. in a downsizing mode

## **Chronology (Cont'd.)**

- ✓ **Historical circumstances have produced a generation unlike those prior**
  - ◆ **1950s: I want to be like Ike**
  - ◆ **1960s/70s: Hippie Revolutionaries**
  - ◆ **1980s: Yuppies**
- ✓ **What is the generation of the 90s?**
- ✓ **90s generation consists of 48 million people 18-29 born between the baby-boomers and the baby boomlet**
- ✓ **A book entitled Generation X introduced this term; picked up and popularized by the media...**

REGISTRATION



2041855616

## **About The Label "Generation X"**

- ✓ **Attempt to communicate the extreme diversity of this generation**
- ✓ **There is no singular, prominent theme that characterizes this group**

**"I went from thinking that my generation had nothing to say to thinking that it not only had everything to say but was saying it in a completely new way. It was a multitude of voices coexisting and combining and all adding up to something that certainly "meant" something but couldn't easily be classified. Each individual had to find it in their own way and in the only place society had left for this discovery -- the margins."**

**(Slacker by Richard Linklater, 1992)**

japanese animation

elvis  
comix

chris isaak on 'twin peaks'

special  
report

# hip-hop

voices from generation X

"We started in slavery and by the year  
2000 we're gonna run this place"

## xTC

pop's cheshire cats

## blackstick rising

the return of  
the jazz clarinet

## t bone burnett

drops political science



wayne's  
world  
remembering

helmet

mark curry

jorma hynninen

blue note rarities

AUGUST 1992  
\$2.95 US \$3.75 CANADA



2041855618

- ✓ **To begin to give a feel for the diversity of this generation, let's begin with fashion--the external expression of every generation's identity**
- ✓ **What clothing is in style among Generation X?**
- ✓ **There is no one dominant style, but instead a spectrum of styles to choose from**
  - ♦ **Gap classics**
  - ♦ **Hip-hop baggies and baseball caps**
  - ♦ **Kriss-Kross Dressing**
  - ♦ **Tattered Chic**
  - ♦ **Grunge/Skank**
  - ♦ **Metal**
- ✓ **Greater diversity than in the past**
  - ♦ **And many X'ers change their look from week to week**
    - **Today's grungemeister is tomorrow's hip-hopper**



# 90's CULTURE

CLOTHING



MUSIC



NIRVANA, SONIC YOUTH,  
PEARL JAM



DEF LEOPARD,  
UGLY KID JOE

STATUS  
SYMBOLS

BACKPACKING  
THROUGH  
EUROPE



HANG-OUTS

PARTIES,  
BARS  
BARBECUES



RAVE PARTIES,  
DANCE CLUBS

RAVE PARTIES,  
BARS, CONCERTS

MODE OF  
TRANSPORTATION

BICYCLING,  
PARENT'S  
CAR



BEAT UP CAR,  
SKATEBOARD



MOVIES



SLACKER, EASY RIDER



POPULAR  
FIGURES



JIMI HENDRIX, BOB MARLEY



AXL ROSE

SPORTS



20418555620

- ✓ **"This crowd is profoundly different from -- even contrary to -- the group that came of age in the 60's...they possess only a hazy sense of their own identity" (Time, July 16, 1990)**

- ✓ **Before we discuss what is unique about Generation X, let's touch on a few things all generations of 18-24 year olds have in common...**
- ✓ **While society changes in every generation, developmental challenges for 18-24 year old remain constant:**
  - ♦ **Becoming/remaining financially self-sufficient**
    - **Achieving fulfillment and feelings of self-worth through work/occupation**
  - ♦ **Developing satisfying relationships with people outside family of origin**
    - **Reference group changes from family to peers**
    - **As a result, "sociability" is key**
  - ♦ **Affirming one's unique, individual identity as an adult**

- ✓ **Additionally, in every generation, young adults most vividly manifest the culture of the times**
- ♦ **Young adulthood is first opportunity to express individual identity**
  - ♦ **Change to peers as reference group**
    - **And today, media provides extended reference group: Madonna, Nirvana, Axl Rose, L.L. Cool J., etc.**
  - ♦ **Free time available to pay attention to styles and fashions, before settling into full responsibilities of later adulthood**

✓ **So let's take a look at the YAMS generation of the 90s...**

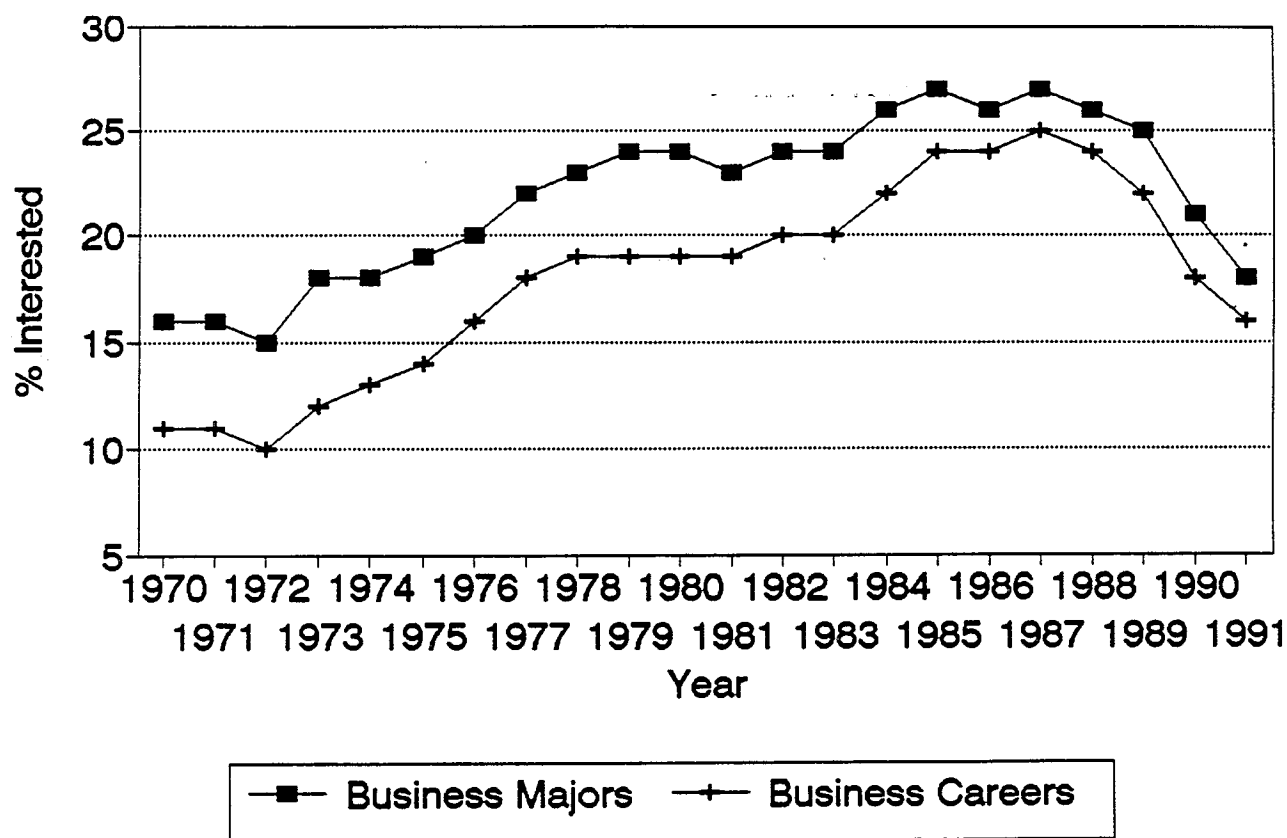
## **Meet Generation X**

## **Generation X**

- I. Like prior generations, they reject the lifestyle values that dominated directly before they came of age
- ✓ In today's world, that means they reject the materialism of the 80s
  - ♦ Unwilling to sacrifice personal growth/enjoyment for material gain
    - 58% feel there is no point in staying in a job unless you are completely satisfied
    - Most often cite enjoying the work (85%) as what is important in a job. Money (59%) ranks last
    - Student interest in business careers is down, according to UCLA national student survey
    - 60% plan to travel extensively while they're young
  - ♦ "Yuppie" has become an insult
- ✓ Reinforced by the reality of reduced circumstances

# Freshman Interest in Business

From UCLA National Survey, 1970-1991



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## **Generation X Cont'd**

### **2. They lack optimism of previous generations, are cautious about the future**

- ♦ **First generation to have diminished expectations**
  - **65% believe it will be harder to live as comfortably as their parents**
  - **Can expect to earn 25% less in their lifetime than generation 10 years ahead**

- ♦ **Feel they have inherited enormous and unsolvable political/social problems**

**AIDS**

**Poverty**

**Homelessness**

**Drugs/Crime**

**Racism**

**Economy**

- ♦ **They have witnessed the failure of existing systems/government's ability to solve problems**
  - **S & L Crisis**
  - **Rodney King Verdict/L.A. Riots**
  - **Failure to Reduce Deficit**

2041855628

## Future Imperfect

### Voices of a Generation Fear for the Status Of American Dream

Despite Their Success, Many  
Feel Their Parents Had  
More Cause for Optimism

Yet Outsiders Still Want In

By CLARE ANSBERRY  
And THOMAS F. O'BOYLE

Staff Reporters of THE WALL STREET JOURNAL

For many Americans, the future seems about as secure as a dandelion puff.

An entire generation now reaching middle age is questioning whether they or their children can do better than their parents. Job security went out with three-piece suits, and pundits have coined a new term, *dumpies* — for downwardly mobile professionals. Today, both mother and father work, not to be rich, but to send kids to college. The complicated family scene looks more like an Andy Warhol canvas than a Norman Rockwell portrait.

Statistically, Americans, both rich and poor, are improving their lots. Their buying power has doubled since the 1950s, and their standard of living remains the highest in the world. Others outside the U.S. still believe people can improve their lot in America: The current wave of immigrants is the largest since early this century.

Even so, many Americans despair about the future. In part that's because, in relative terms, America's standard of living isn't as far ahead of everyone else's as it once was; other countries are catching up. Nor is the U.S. rate of growth as rapid as it once was. And even some affluent Americans have discovered, as their parents warned, that money doesn't buy happiness. The same numbers — one in three Americans — told researchers at the National Opinion Research Center they were "very happy" in both 1957 and 1990. No amount of money ensures happiness, concludes David G. Myers in his book "The Pursuit of Happiness"; rather, happiness is satisfaction with whatever one has.

Warren Bennis, a business professor at the University of Southern California, has another explanation for this widespread and Mahler-like melancholy. Recalling a sunny phrase of the 1930s — "the long summer of the future" — he says today that feeling seems to be missing. "We want a

sense of direction and hope from our leaders," he says — from U.S. president to corporate executive, university dean and head of the local charity drive.

These themes have been resonating, explicitly and implicitly, in the presidential campaign. Both President Bush and Gov. Clinton have tried to harness the widespread malaise among voters and offer hope for the future. Mr. Clinton by invoking "change" at every opportunity, and Mr. Bush by promising that his policies are on the brink of yielding significant economic growth.

A close look at several people who have seen their confidence in the future erode suggests why there is such widespread disillusionment with the American dream. But not everyone is grim. Those who have come from the poorest backgrounds or encountered the greatest hardships seem to retain the most hope.

#### **'Everyone Seems Defeated'**

When Mark Donnelly came of age in the 1960s, no problem seemed insoluble. In 1962, as a 20-year-old Army private, Mr. Donnelly went to Oxford, Miss., to protect James Meredith, whose enrollment at the University of Mississippi sparked race riots. For a week, Mr. Donnelly stood outside Mr. Meredith's dormitory with a rifle guarding him against attack. One student spat on him, he recalls.

Mr. Donnelly also served in Vietnam. But after his discharge, he marched on Washington to protest the war and became a regional organizer for Vietnam Vets Against the War. While attending Columbia University, Mr. Donnelly blocked police from entering a building after students had seized it.

"We were a generation that had hoped the world could be a better place," says Mr. Donnelly, now a 50-year-old vice president at Chemical Bank in New York City. "We naively thought that problems were solvable."

Today, his view is different. The problems he sees — the budget deficit, stratospheric health-care costs, the AIDS epidemic and deficient schools — seem insuperable. The assumption that prosperity would cure social ills has hit the wall of reality in the form of intractable urban poverty and a fury that erupted in Los Angeles this spring. The proportion of households with annual incomes under \$15,000 was lower in 1990, after adjustment for inflation, than in 1980 or 1970, but it remained stubbornly close to 25%.

"I've become very cynical about the ability of our system to bring about change," Mr. Donnelly says. "There's a real malaise in America right now. Everyone seems defeated. You no longer believe anything's going to get done."

Though he concedes that his current



Mark Donnelly

The Wall Street Journal, 8/11/92

2041855629

## **Generation X Cont'd**

- ✓ **Compare...**
  - ♦ **50s generation: Believed the system worked**
  - ♦ **60s/70s generation: Believed they could change the world**
  - ♦ **80s generation: Too busy climbing corporate ladder to be concerned**
- ✓ **This generation lacks optimism/empowerment felt by those prior**
  - ♦ **Recognize social/political problems and acknowledge their intractability**
  - ♦ **Don't participate in political system**
    - **Only 12% describe themselves as politically active (lowest self description)**
- ✓ **Failure to rally together--to fix the system, fight it, or join it--leads to sense of fragmentation, isolation**
  - ♦ **Have no common heros**
    - **Only 8% consensus on top mention (Ronald Reagan)**

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## **Generation X Cont'd**

- 3. Sense of isolation and pessimism extends to personal relationships as well**
- ♦ **Feeling of being emotionally "bruised"**
    - **Want to avoid mistakes of their parents in terms of divorce, latchkey parenthood**
    - **55% don't want a marriage like their parents**
  - ♦ **As a result, wary of serious romantic commitments, not yet prepared to make them**
    - **Marriage/family seen as something in the distant future, when they'll be older/wiser about decision**
    - **Only 48% of people 20-29 have married, down from 66% in 1970**
  - ♦ **Need for "connectedness" with peers particularly acute**
    - **While always true of this age group, an even greater need now**

## **Generation X Cont'd**

4. **Harsh realities bring need to escape. But several escapes common in the past now seen as more dangerous, approached more cautiously ("No Fun")**
  - ♦ **Alcohol**
    - **Grew up with SADD, MADD**
  - ♦ **Drugs**
    - **SAD, MAD, media bombardment of anti-drug advertising**
    - **Proportion of seniors disapproving use of marijuana increased to 80% in 1990 from low of 43% in 1978**
    - **Penetration of marijuana among seniors down to 27% in 1990 from high of 51% in 1979**
      - **Use of alcohol and "hard" drugs such as cocaine also declining**
  - ♦ **Sex/AIDS**

2041855632

pot  
reefer  
spliff  
weed  
nickel  
joint  
roach  
dime  
bone  
bong  
hit  
hooch  
doobie  
grass  
gange  
shake  
smoke  
marijuana

no matter what you call it, don't call it harmless.

Smoking marijuana can damage your lungs. It can also impair brain functions like thinking, learning or remembering. It can even pose potential harm to your reproductive system.

Not to mention making you feel apathetic, alienated, insecure or paranoid.

Marijuana is available today to almost any kid who wants it. It's in his school. It's smoked by his peers. Maybe even his parents.

If you still think that smoking pot is relatively harmless, then think about what it can lead to. Cocaine. Crack. Heroin.

Then try telling that to a teenager. Like yours.

Partnership for a Drug-Free America.

**Premiere, 12/91**

2041855633

## **Generation X Cont'd**

5. **One means of escape is popular: a kaleidoscopic variety of technology-delivered stimulation**
  - ♦ **Television is a constant companion**
    - **Will have watched 23,000 hours of TV by age 20**
    - **350,000 commercials by age 18**
  - ♦ **"New Media" are a way of life**
    - **Videos**
    - **Computer**
    - **Cable TV**
    - **Fox network**

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© JIM BORMAN—CINCINNATI ENQUIRER

NEWSWEEK: JULY 27, 1992

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## **Generation X Cont'd**

6. Due to communication technology, the pace of change is accelerating--everyone has access to same media products simultaneously.

As a result, it's hard to define **ANYTHING** as "counter-culture" for too long

- ♦ **"Alternative Rock" a major music category**
- ♦ **Worldwide House Nation's international Rave party in Berlin 7/92 sponsored by PM, Prinz magazine, and 2 radio stations**
- ♦ **Spike Lee rockets from fringe film maker to top of ad world to manufacturer**
  - **1986: Releases his first feature film, "She's Gotta Have It"**
  - **1988: Directs his 1st Nike commercial, starring Michael Jordan**
  - **1990: Directs Levis ads; opens first "Spike's Joint" clothing store in Brooklyn**
  - **1992: Opens a "Spike's Joint" in L.A. and 2 in Japan**
- ♦ **Yo! MTV Raps becomes MTV's top-rated show...**

2041855636

## ENTERTAINMENT

# Rapper Ice-T Is Developing Show for HBO

By JOHNNIE L. ROBERTS

Staff Reporter of THE WALL STREET JOURNAL

NEW YORK — Rapper Ice-T is developing a late-night comedy program for Home Box Office Inc., the pay-TV unit of Time Warner Inc., which has been embroiled in a prolonged controversy over the rapper's song "Cop Killer" on the Warner Bros. record label.

An HBO official confirmed that "Ice-TV," as the product is known internally, is in development. But the official added that development deal had been in place before the controversy erupted over the song.

"Ice-TV is something that had been in development for a long time," the official said, adding that he didn't know whether the project has been approved for airing.

Under the format, Ice-T and various celebrity companions apparently would provide comedic commentary as black-exploitation films of the past are aired.

That would mark a surprising change of image for the rap singer, who stirred outcry nationwide from police groups and even the president over "Cop Killer," which is sung from the perspective of a past victim of police abuse who is setting out to ambush some police officers.

As reported earlier, the rap artist two weeks ago abruptly asked the entertainment giant to drop the recording from his "Body Count" album after weeks of protests and calls for boycotts of Time Warner's products. The company had resisted calls for it to withdraw the song, defending the music on First Amendment grounds. But it immediately acceded to Ice-T's request.

Ice-T and his representatives couldn't be reached to comment.

The Wall Street Journal, 8/11/92

2041855637

## **MTV**

- ✓ **MTV is the techno-escape medium**
  - ♦ **Delivers high-tech fantasy**
  - ♦ **Delivers constant change**
- ✓ **Born at midnight, August 1, 1981**
  - ♦ **Named product of the year 1981 by Fortune Magazine**
  - ♦ **Currently 54.5 million subscribers; basic cable's most successful innovation**
- ✓ **According to TV Guide, MTV "helped create a new visual language, shaped fashion, defined a youth culture and just may have saved an entire (record) industry"**
- ✓ **According to Rolling Stone, MTV "eroded our national attention span, then spawned a culture in which sound bites trumped logic"**

✓ **MTV is a template for a fragmented generation**

♦ **Top 40, Rap, Rock, Metal, Grunge, Dance, Oldies, Acoustic**

- **Stays on cutting edge without going over the edge**
- **Popularizes rather than polarizes**

2041855639

# YOUNG ADULT MEN TODAY

## **What Is It Like To Be A Young Adult Man Today?**

✓ **Many dimensions to being a man in 1992 emerged from our in-depth interviews of young adult male smokers**

**I. Sense of responsibility/acknowledgement of traditional provider role**

- ♦ **Feel pressure to achieve financial independence and security for self and, eventually, family**
- ♦ **Take for granted that women will share responsibility, but still sees himself as the primary provider**
  - **Gives the man more flexibility in choosing career that is less lucrative/more rewarding**

**"There are less pressures on men to be the bread-winner than years ago. Women and men are more equal"**

**"It's easier now. Women are getting jobs and helping support families. You don't have to worry about being the sole provider"**

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## **Young Adult Male Smokers Today Cont'd**

2. **Living in the present with a view of the future--recognize they are in a transitional stage of life**
  - ♦ **In-depth interviews showed they have "dual view" in what they like about their age:**
    - **Enjoy the freedom/independence that comes from being an adult**
    - **While being able to avoid the responsibilities**
  - ♦ **We asked them whom they admire and whom they see as "cool"--answers reflected same contrast between enjoyment of current freedom, and feeling that future responsibilities will be burdensome...**

## **Young Adult Male Smokers Today Cont'd**

- ♦ **People they see as "cool" are:**

- **Easy to get along with**
- **Great personality**
- **Good attitude**
- **Confident**
- **Fun to be with**
- **Humorous**
- **Outgoing**
- **Friendly**

- ♦ **People they admire are:**

- **Talented**
- **Intelligent**
- **Leaders**
- **Hard workers**
- **Sacrifice**
- **Independent**



## **Young Adult Male Smokers Today Cont'd**

**3. They are attracted to women, but many are reluctant to commit or get too close**

- ♦ **"Meeting women" is, as always, a popular activity**
  - **And significant increase in time spent grooming/use of grooming products**
- ♦ **But many are not interested in a long term relationship now**
  - **Delaying commitment/marriage/family more than previous generations**

**"There's lots of dating, lots of sex, not too much commitment...You love your girlfriend but you like other girls also. I'm only 19, I can't make a commitment"**

## **Young Adult Male Smokers Today Cont'd**

4. There are different styles of relating to women, as women's views and roles have changed
- ♦ Some YAMS take for granted being sensitive to women's feelings
  - ♦ Others are traditionally macho and don't think about sensitivity
  - ♦ And there's a segment in the middle
    - Combine traditional macho traits with some effort to be sensitive
    - Or feel confused by women who seem to be attracted to both sensitivity and macho

**"Before, you could get married and act like a jerk. Now you have to treat women as your equal. It requires sensitivity and understanding, being aware of how others feel"**

**"I have female friends who complain about how they are treated by men--patronized, demeaned, treated as sex objects--and then the same woman will go to the bars to pick up men! There's confusion about what men should be"**

## **Masculinity**

- ✓ **Today's YAMS were born when the women's movement was gaining momentum**
  - ♦ **Fathers raised with traditional ideas of masculinity/men's role**
  - ♦ **Many mothers questioning/rejecting traditional ideas of femininity, women's role**
- ✓ **As a result, societal "norms" of masculinity have broadened for Generation X YAMS versus those of prior generations**
- ✓ **1950s (father's generation) there was one "norm"**
  - ♦ **Classic American Macho**
    - **Strong**
    - **Unemotional**
    - **Stoic/self-sacrificing**
    - **Provider**
    - **Dominant**
    - **Aggressive if necessary**
  - ♦ **This is an enduring core theme of masculinity**

## **Masculinity Cont'd**

- ✓ 1960s-70s an alternative expression of masculinity emerged
  - ♦ "Hippie Macho"
    - Aggressive/confrontational
    - Dominant
    - Feminine "trappings"
    - Long hair, jewelry, bright colors
  - ♦ Said masculinity can **LOOK** different

## **Masculinity Cont'd**

- ✓ In 1970's-80's, women's movement enabled women to break out of stereotypes
- ✓ Change in women's roles called traditional male stereotypes into question
  - ♦ Made macho less universally acceptable--to women and men
  - ♦ Said men can/should **FEEL** different
- ✓ The way some men manifested these changes aroused discomfort
  - ♦ Seen as weak or too touchy-feely

2041855649

1950's



TED KRAMER IS ABOUT TO LEARN  
WHAT 10 MILLION WOMEN ALREADY KNOW.



1960s

1970s

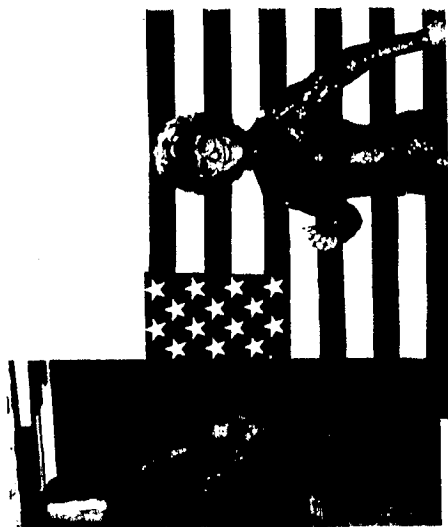


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1990's



1980's





## **Masculinity Cont'd**

- ✓ **Thus, 1992 YAMS have been exposed to continuum of styles of masculinity**
- ✓ **As a result, they have adopted a spectrum of masculine "styles"**
  - ♦ **Classic American Macho at one end**
  - ♦ **"Sensitive New Age Guy" at the other**
  - ♦ **Middle ground values traditional male dimensions but recognizes emotional aspects and may incorporate them to some degree**

## **Masculinity Cont'd**

- ✓ In in-depth interviews, YAMS defined a "man's man" in terms of traditional "strength of character" attributes
  - ♦ Successful
  - ♦ Hard-working
  - ♦ Confident/proud
  - ♦ Respected
  - ♦ Self-assured, self reliant
  
- ✓ **But a large segment added emotional/sensitive dimensions**
  - ♦ Sensitive/emotional
  - ♦ Romantic
  - ♦ Considerate
  - ♦ Caring/understanding

## **Masculinity Cont'd**

- ✓ **Net, Classic American Macho has become a double-edged sword**
- ✓ **Far from rejecting it, most YAMS find at least some aspects of it appealing/admirable**
  - ♦ **In fact, some are still living examples of classic macho**
- ✓ **But many do see Macho as a one-dimensional stereotype, encompassing negative qualities**
  - ♦ **To them, the term Macho has negative connotations**

## **Implications for Advertising**

## **Net**

- ✓ **When advertising to YAMS, useful to keep in mind current environment**
  - ♦ **Mood today**
  - ♦ **Media today**
  - ♦ **Masculinity today...**

## **Mood Today**

- ✓ **YAMS today less optimistic than those of the past regarding both their personal prospects and the prospects of the world at large**
  - ◆ **Face problems--and the difficulty of solving them--more squarely than prior generations**
- ✓ **As a result, they need solace, and they often seek it via escape into media-generated fantasy**
- ✓ **But while they love fantasy, they hate phoniness**
  - ◆ **In politicians' rhetoric**
  - ◆ **In romantic relationships**
  - ◆ **In finding sources of fulfillment**
  - ◆ **In advertising...**
- ✓ **Thus, advertising that offers either well-executed fantasy or dead-on authenticity likely to be appealing--but anything that reads as phony likely to be rejected**
  - ◆ **Even more true than for previous generations**

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## **Media Today**

- ✓ **Generation X YAMS very media-savvy due to popularity and style of today's media**
  - ♦ **High-tech**
  - ♦ **Rapid dissemination of new media products**
  - ♦ **Constant change**
  - ♦ **Sets the bar for quality of advertising concepts and execution**

## **Masculinity Today**

- ✓ **Classic American Macho now one end of a spectrum among Generation X YAMS**
- ✓ **Other end of spectrum is a blend of strength of character together with emotional sensitivity**
  - ♦ **Comfortable with own feelings**
  - ♦ **Sensitive to women's feelings**
  - ♦ **Turned off by perceived insensitivity in other men**
- ✓ **Net, to appeal to full spectrum of YAMS, must be sensitive to full spectrum of their views of masculinity**





*"If everybody was such a workaholic during the eighties, why is everything they did falling apart in the nineties?"*

**The New Yorker, 6/29/92**

2041855660

II. YAMS: WHO THEY ARE &  
WHAT THEY THINK OF BRANDS



2041855661

## **II. YAMS: Who They Are & What They Think of Brands**

2041855662



# Young Adults Smokers 1992



Who they are

What they think of brands

Part 1 - Males

August, 1992



2041855663



## **Key Objectives**

- To remain current with young adults lifestyles and attitudes
- To understand the young adult cigarette smoker's view of the category
- To measure risks presented by Camel and Discount brands
- 
- 
- 
- 
- 
- 





## Scope

- Comprehensive study of young adult smokers
- What young adult smokers do and think - in general
  - Women, Menthol smokers
  - Brand trial/adoption motivation, advertising
  - Broader range of projective questions i.e., self described peer group
- Smoking behavior and attitudes
- Smoker profiles
- Typical smoker imagery
  - Image of male vs female Marlboro smokers





## Methodology

- Central location interviews lasting over an hour
- 1564 respondents, split evenly by age and sex
- 40 geographically dispersed markets
- Timing December 1991 - January 1992
- 
- 
- 
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2041855666



# Analyses

- Young adult men addressed first
- Segmentation based on underlying attitudes
- Factor analysis of imagery dimensions
- Prime Prospect analysis of vulnerability to Camel, PV
- Upcoming Analyses
- Women
- Menthol
- P/V in-depth
- Special topical analyses



2041855667

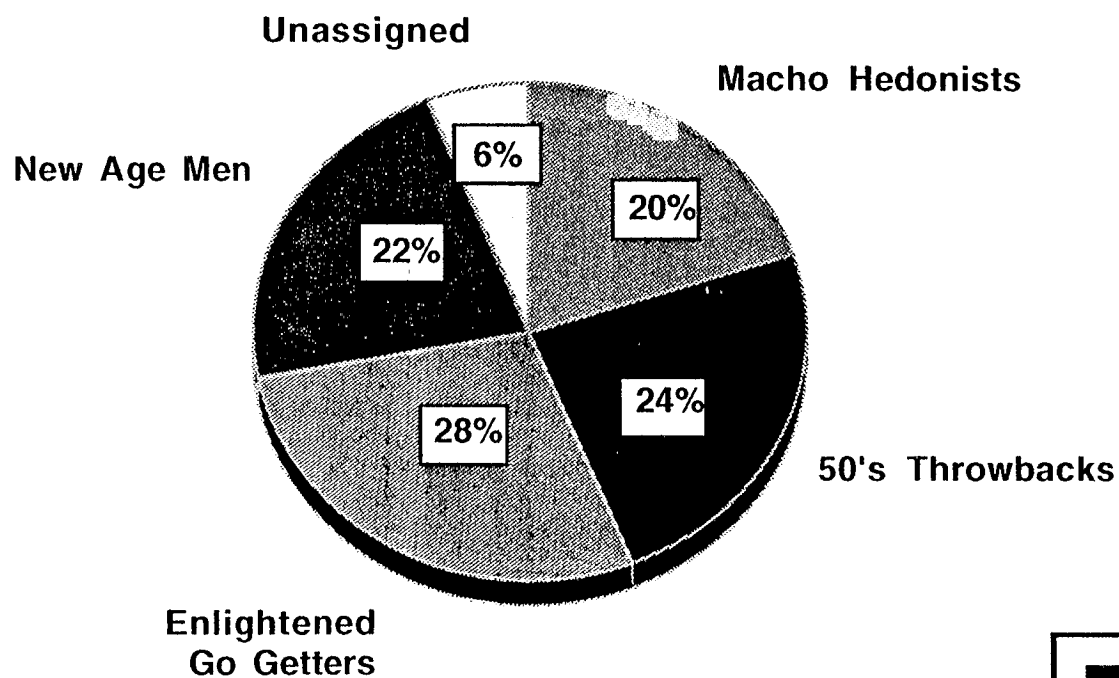


- 4 Male segments based on attitudes toward life and smoking**
- Different lifestyles and social groups**
- Differing brand choice patterns, brand images and vulnerabilities**





# Male Segments



2041855669



## **Macho Hedonists - 20%**

- Fun loving, gregarious, like attention
- Anti-women attitudes
- Seek excitement, hang out, want beautiful women
- Goals are material success and exciting life
- Like to drive, meet women, party
- Single, white, higher income, Smoke 1+ packs per day
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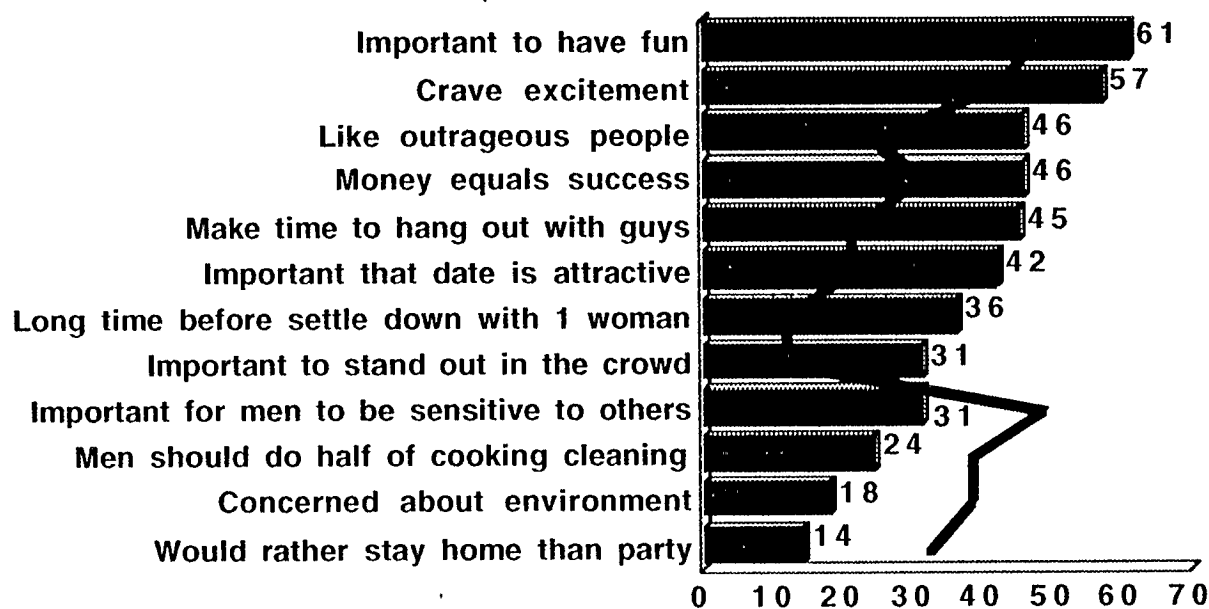


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# Macho Hedonists - 20%

## Attitudes/Goals



Macho Hedonists



Remaining 3

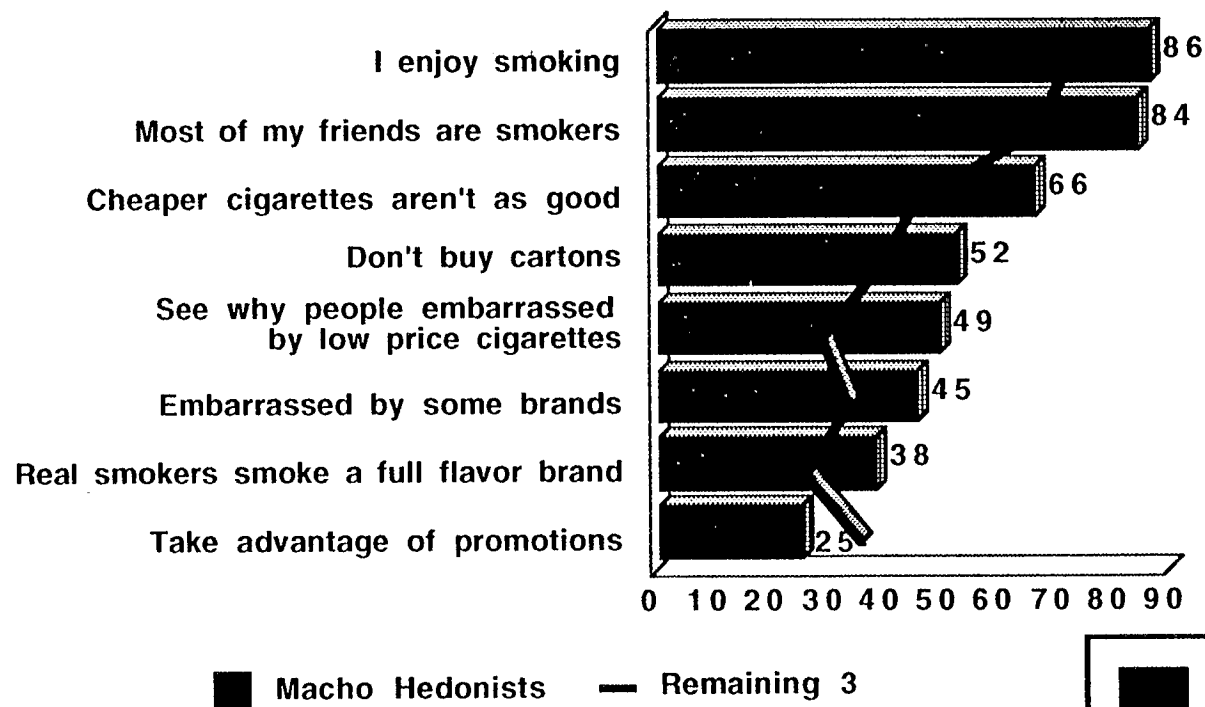


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# Macho Hedonists - 20%

## Smoking attitudes



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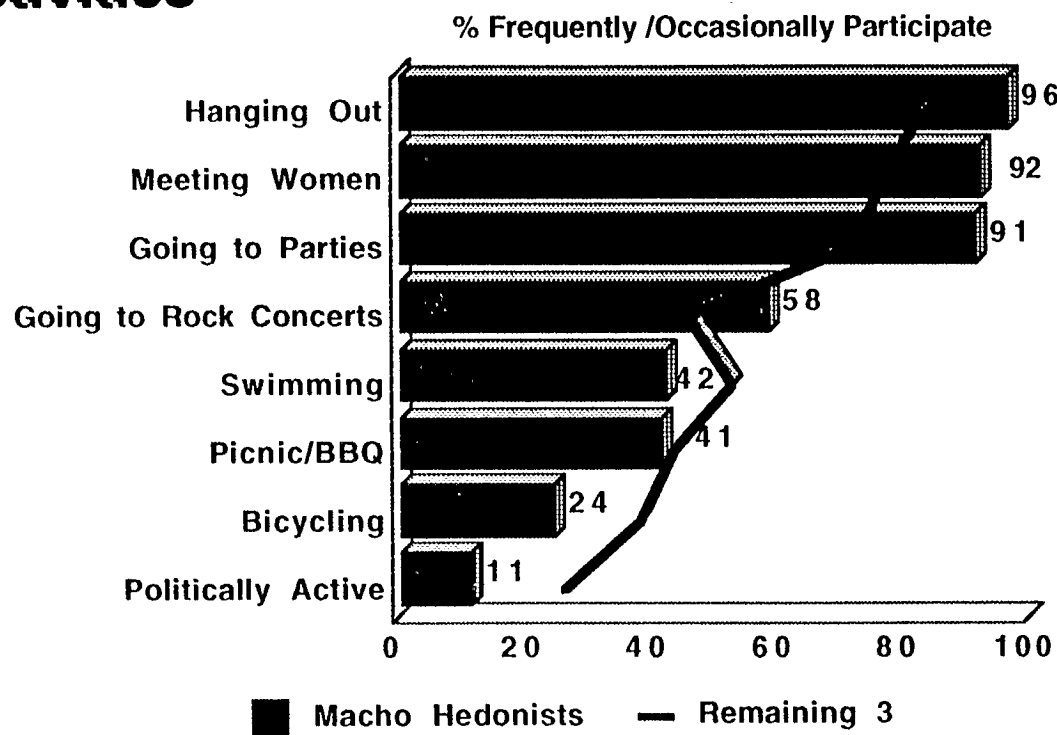
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# Macho Hedonists - 20%

## Activities

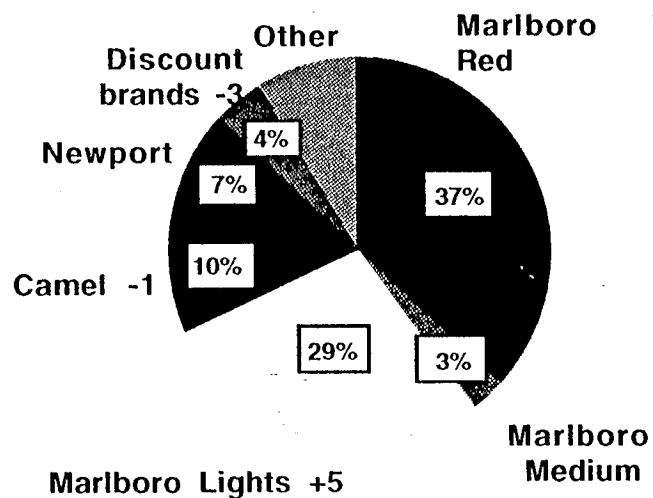


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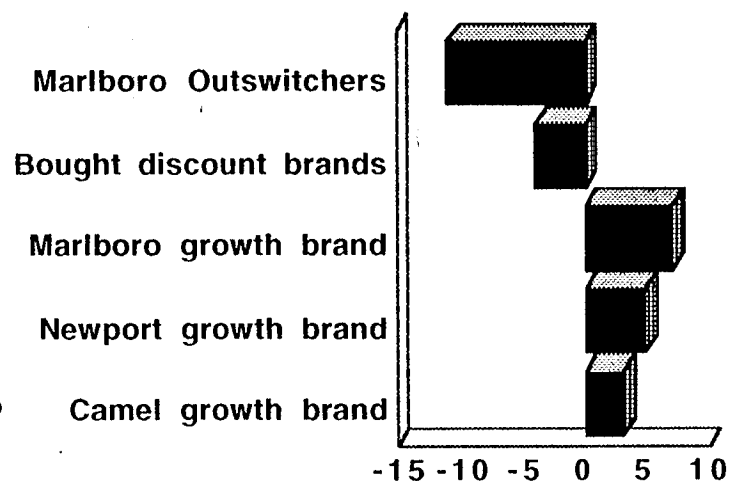


# Macho Hedonists - 20%

## Brand behavior



Difference from remaining three groups



2041855675





## **50's Throwbacks - 24%**

- Conservative, careful planners
- Traditional values reflected in attitudes and goals
- Concerned with appearances, fitting in
- Watch TV, wax car, DIY
- HS grads or less, employed, more Blacks, region 5
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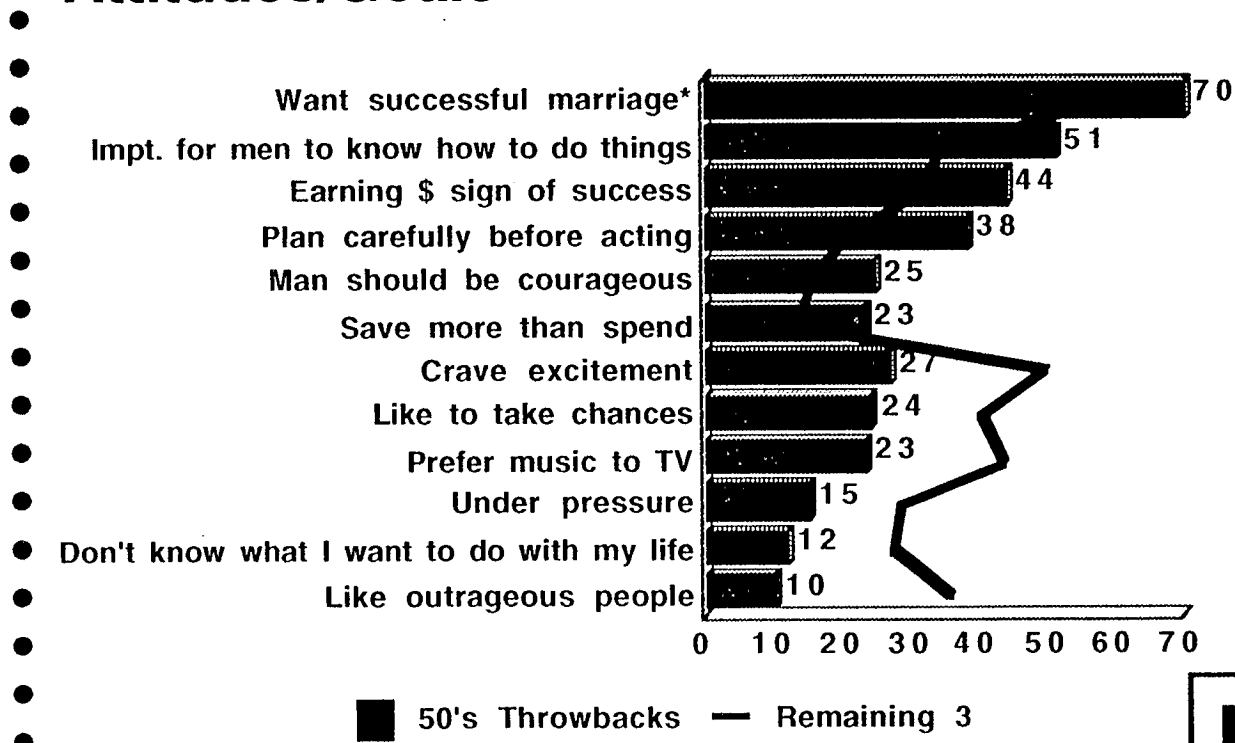


2041855676



# 50's Throwbacks - 24%

## Attitudes/Goals



\*From "Concerns" section of questionnaire

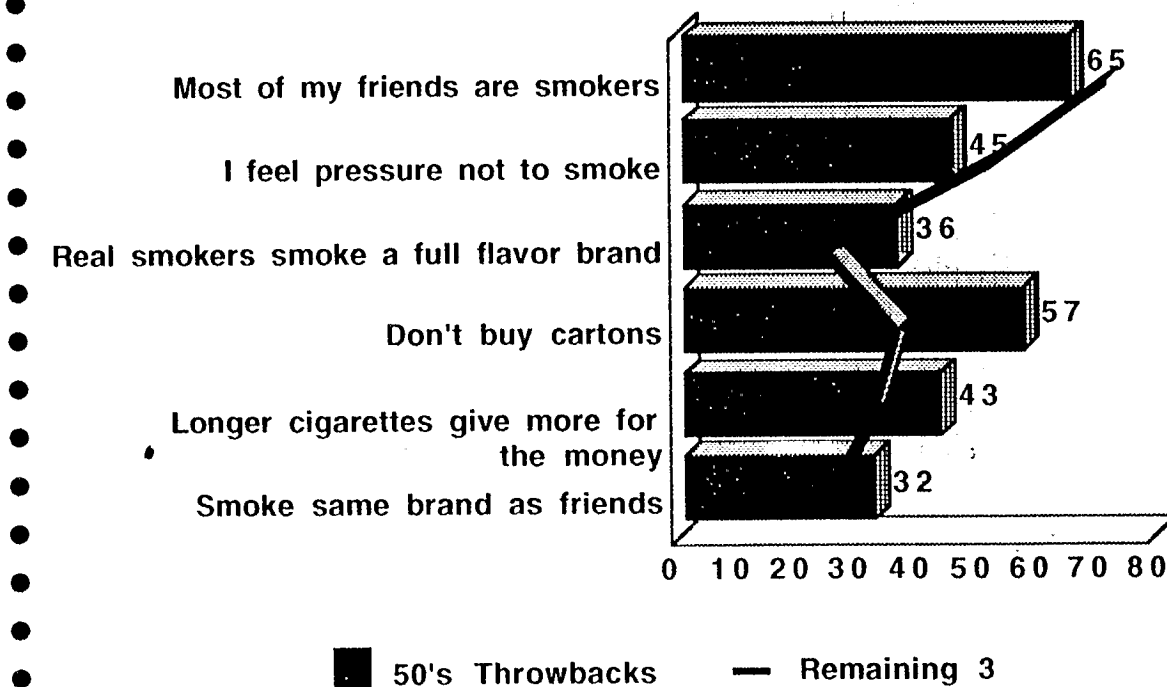


2041855677



## 50's Throwbacks - 24%

### Smoking attitudes



2041855678



## **50's Throwbacks - 24%**

### **People Socialize With**

- 
- 
- Average/everyday people
- 
- Parents
- 
- Not Sexy, Flirtatious
- 
- Not Troublemakers, Rebellious
- 
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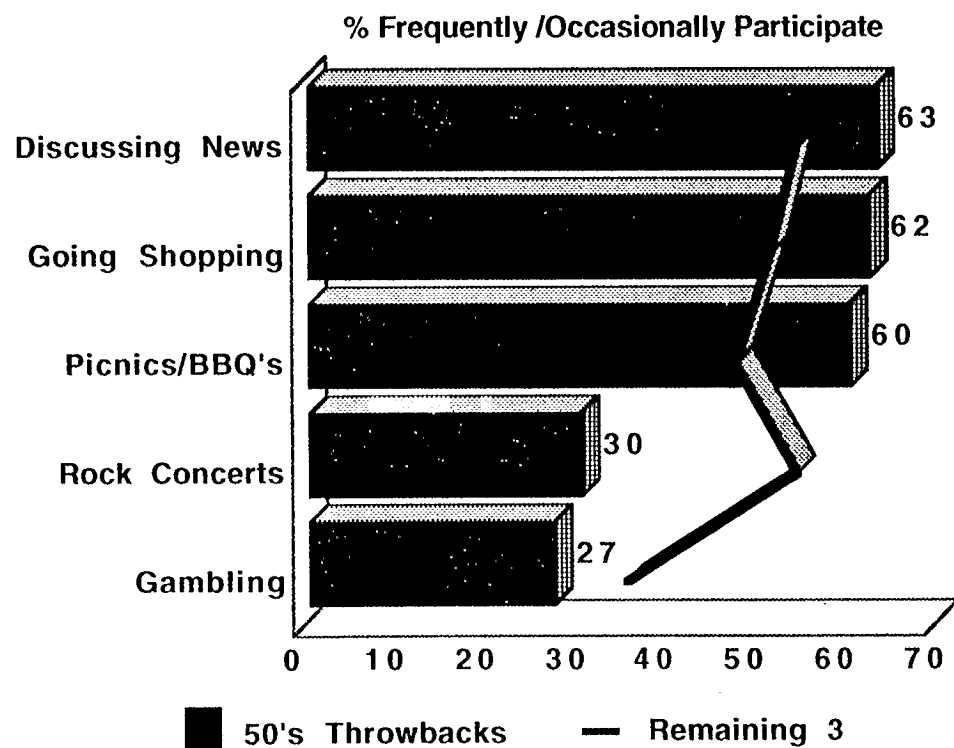


2041855679



# 50's Throwbacks - 24%

## Activities

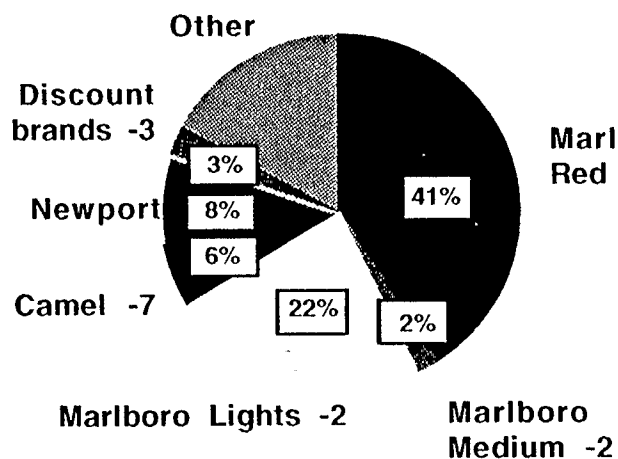


2041855680



# 50's Throwbacks - 24%

## Brand behavior



Difference from remaining three groups



2041855681



## **Enlightened Go Getters - 28%**

- Upscale, educated, ambitious, liberal attitudes about women
- Masculinity reflected in physical fitness and career success
- Travel, go to bars, attend sporting events
- Carton buyers, smoke less than 1/2 pack per day
- Less interested in brand images
- Employed, college
- 
- 
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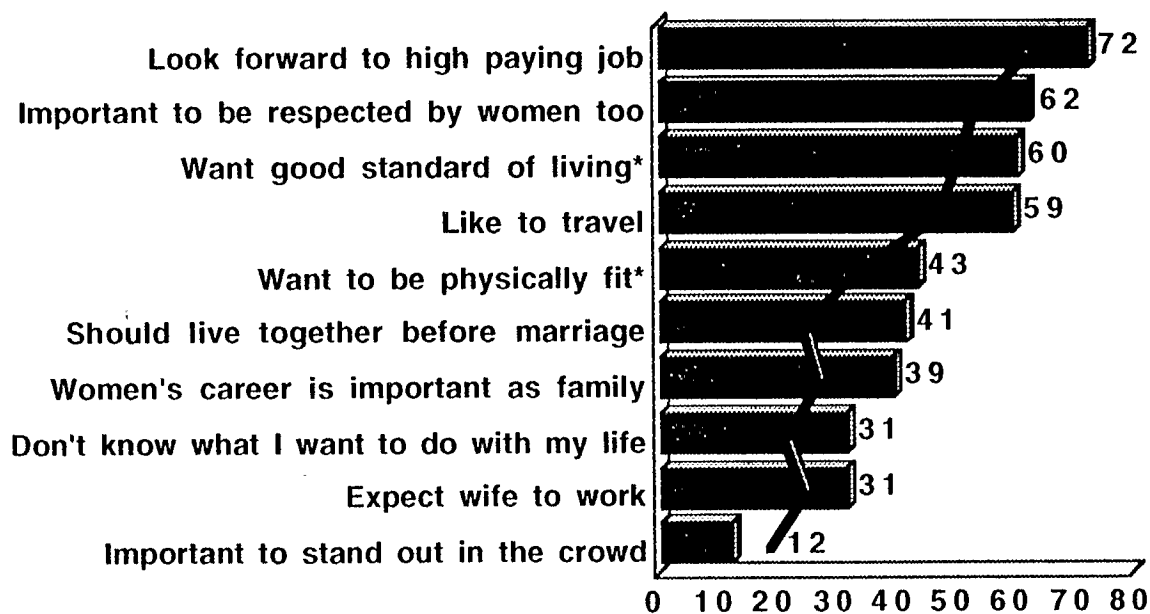


2041855682



# Enlightened Go Getters - 28%

## Attitudes/Goals



■ Enlightened Go Getters — Remaining 3

\*From "Concerns" section of questionnaire

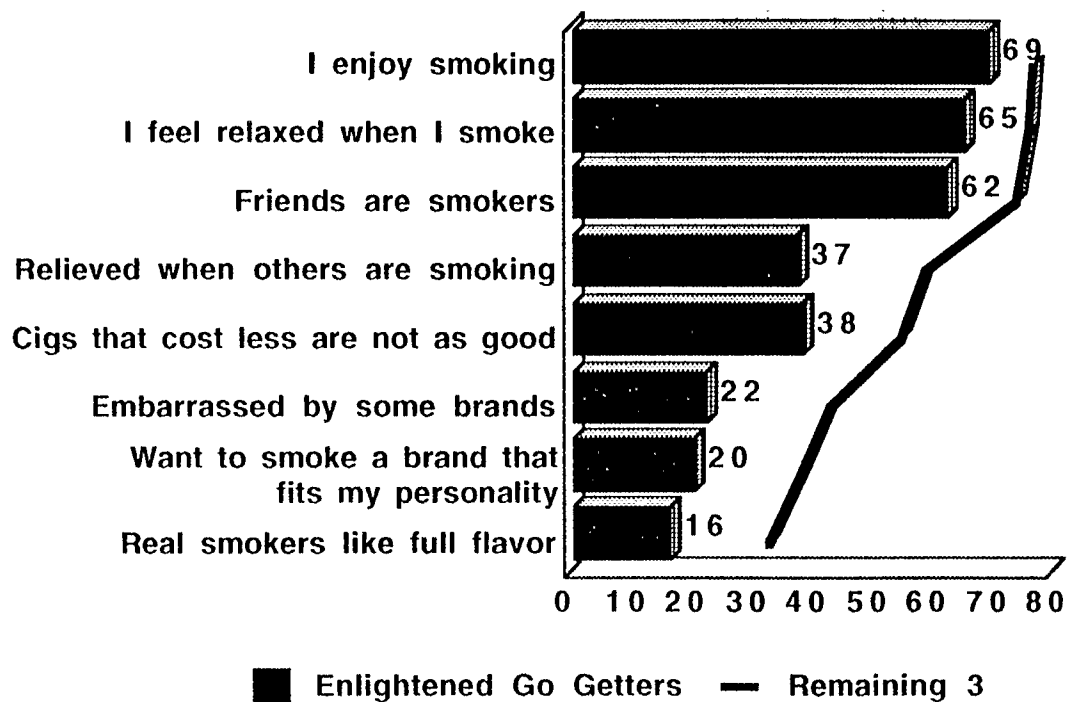






# Enlightened Go Getters - 28%

## Smoking attitudes



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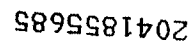


## People Socialize With

## Leaders

## Clean Cut

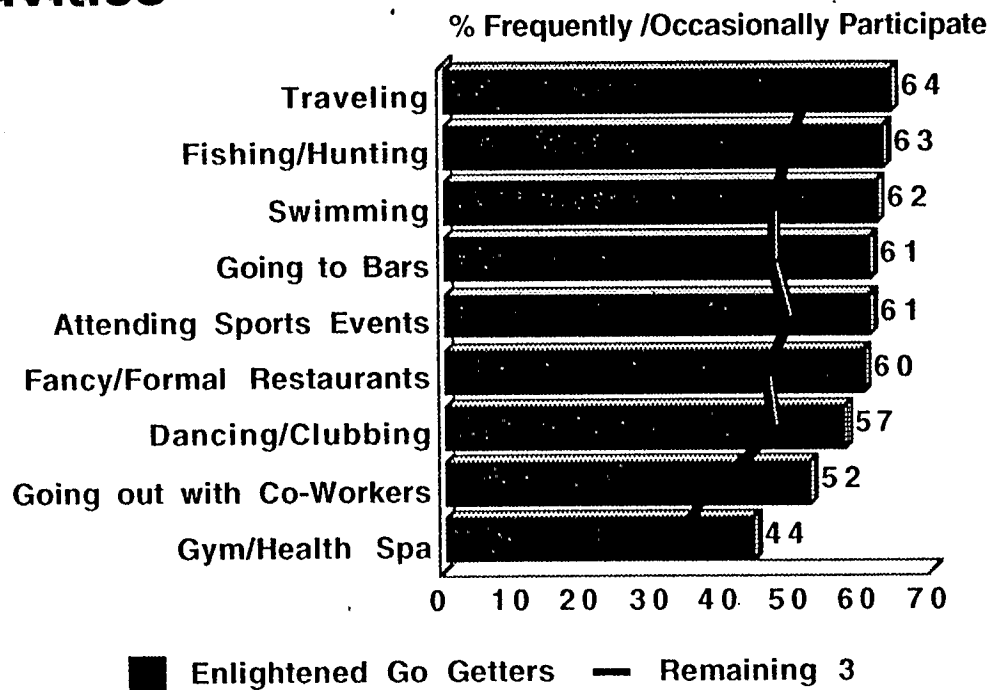
## Average /everyday people





# Enlightened Go Getters - 28%

## Activities

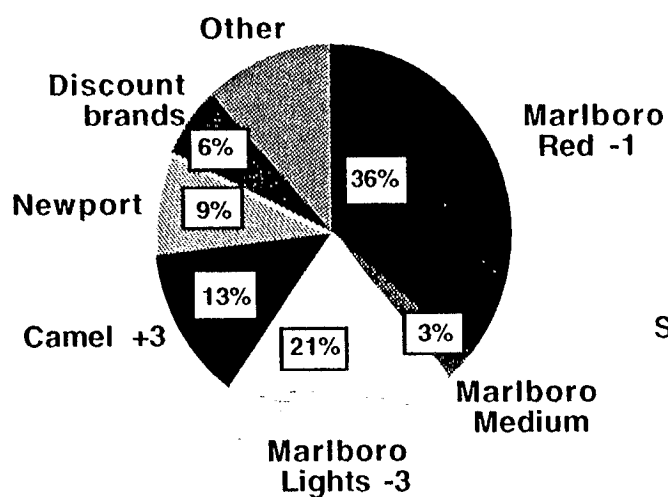


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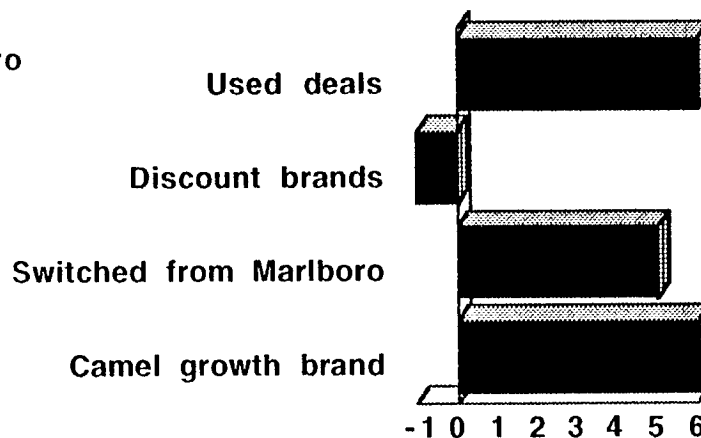


# Enlightened Go Getters - 28%

## Brand behavior



Difference from remaining three groups



2041855687



## **New Age Men - 22%**

- Self-fulfillment key goal
- Not concerned with money, appearances
- Like excitement and interesting people
- Listen to and play music, read
- White, college, smoke 1+ packs/day, more likely to buy cartons
- 
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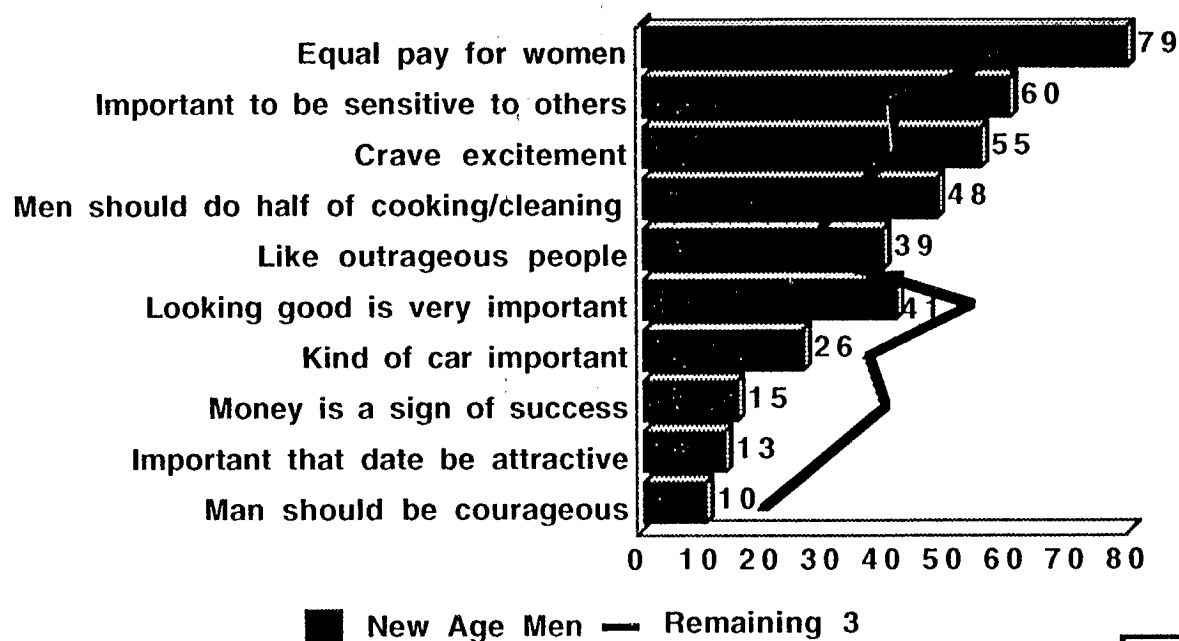


2041855688



# New Age Men - 22%

## Attitudes/Goals

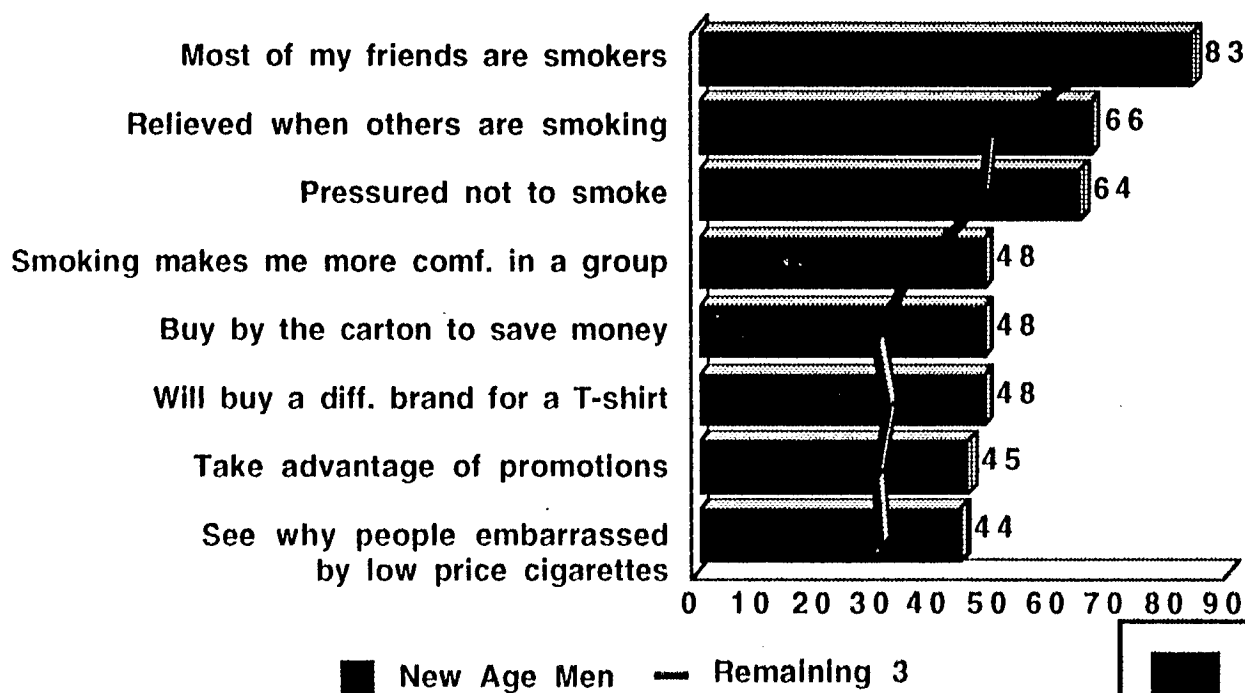


2041855689



# New Age Men - 22%

## Smoking attitudes



2041855690



## **New Age Men - 22%**

### **People Socialize With**



**Adventurous**

**Intelligent/Smart**

**Independent**

**Sophisticated**

**Sexy**

**Likes Action/Excitement**

**Fun loving**

**Rebellious**



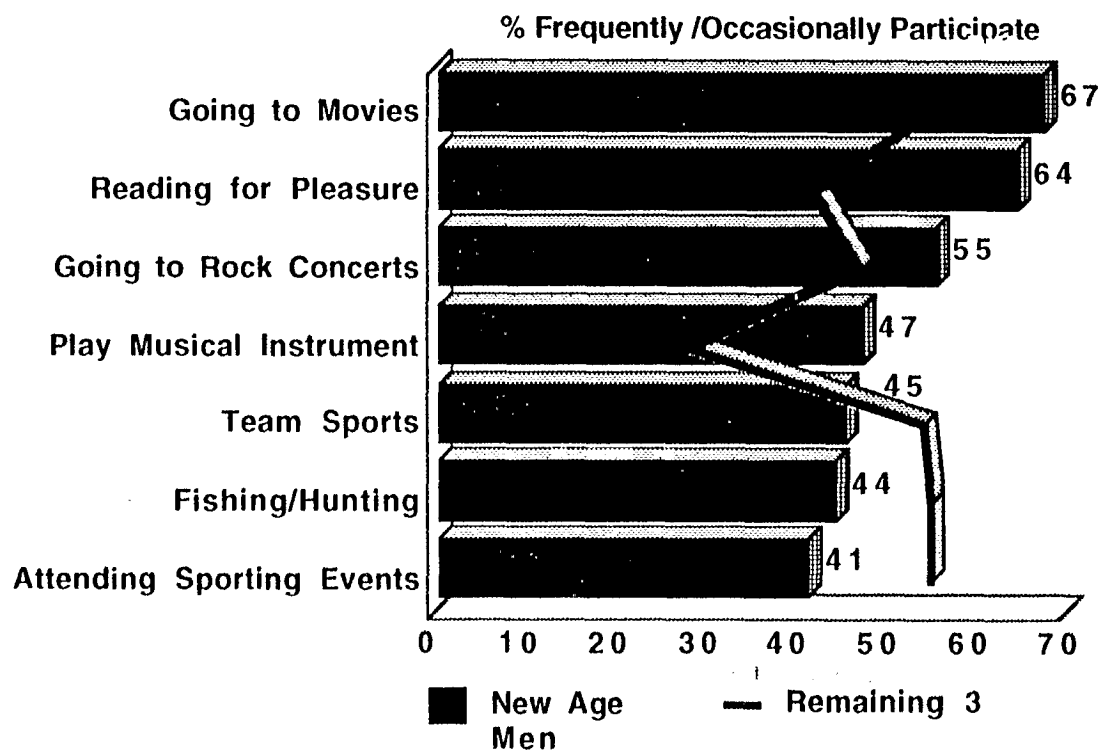
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# New Age Men - 22%

## Activities

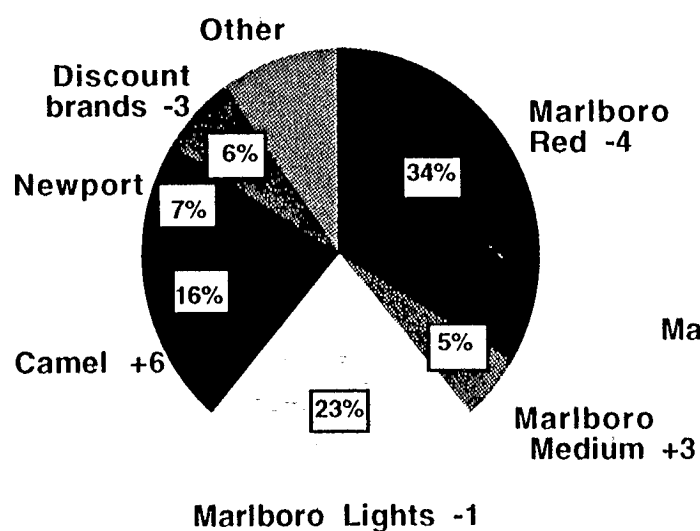


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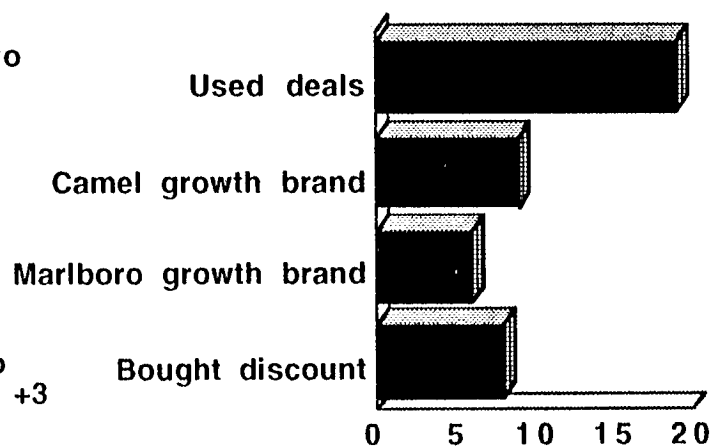


# New Age Men - 22%

## Brand behavior



Difference from remaining three groups



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## Summary of Segments

### Regular Brand

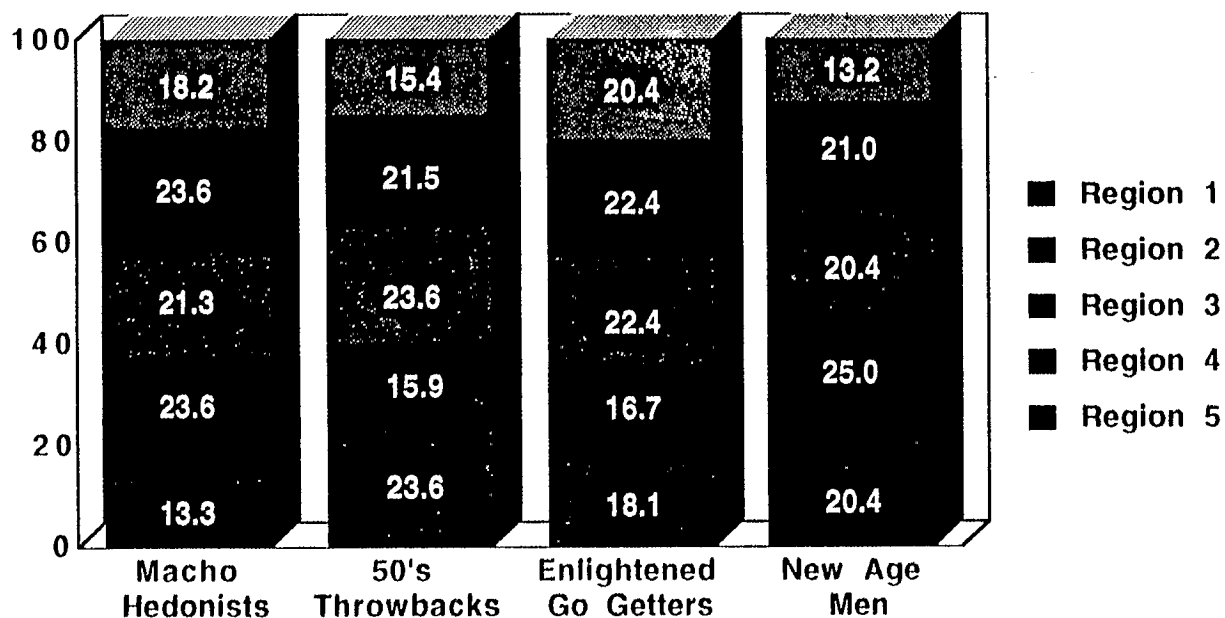
	Macho Hedonists	50's Throwbacks	Enlightened Go Getters	New Age Men
Marlboro Red	37	41	36	34
Marlboro Medium	3	2	3	5
Marlboro Lights	29	22	21	23
Camel Filters	3	4	7	6
Camel Lights	7	2	6	10
Newport	7	8	9	7
Other	10	18	12	8
Price/Value	4	3	6	6



2041855694



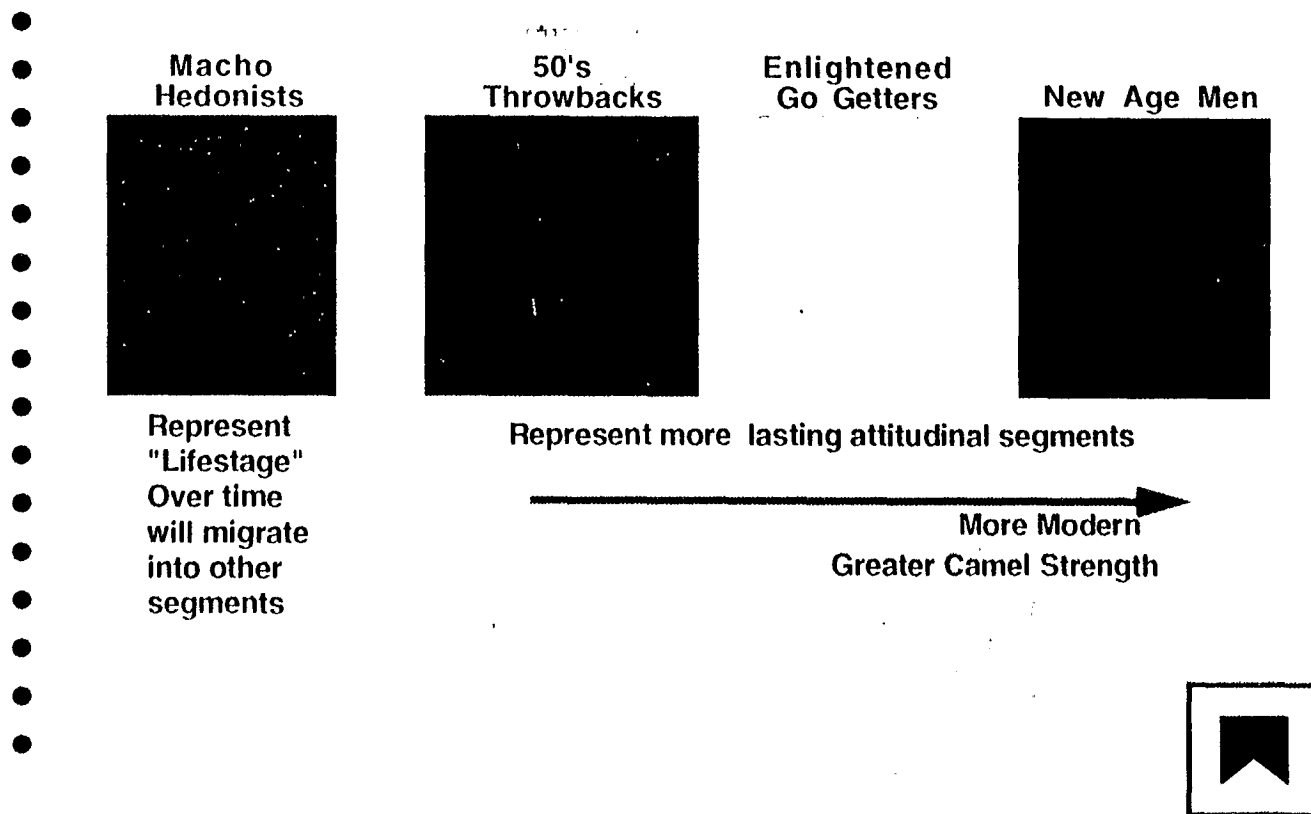
## Segments by Region



2041855695



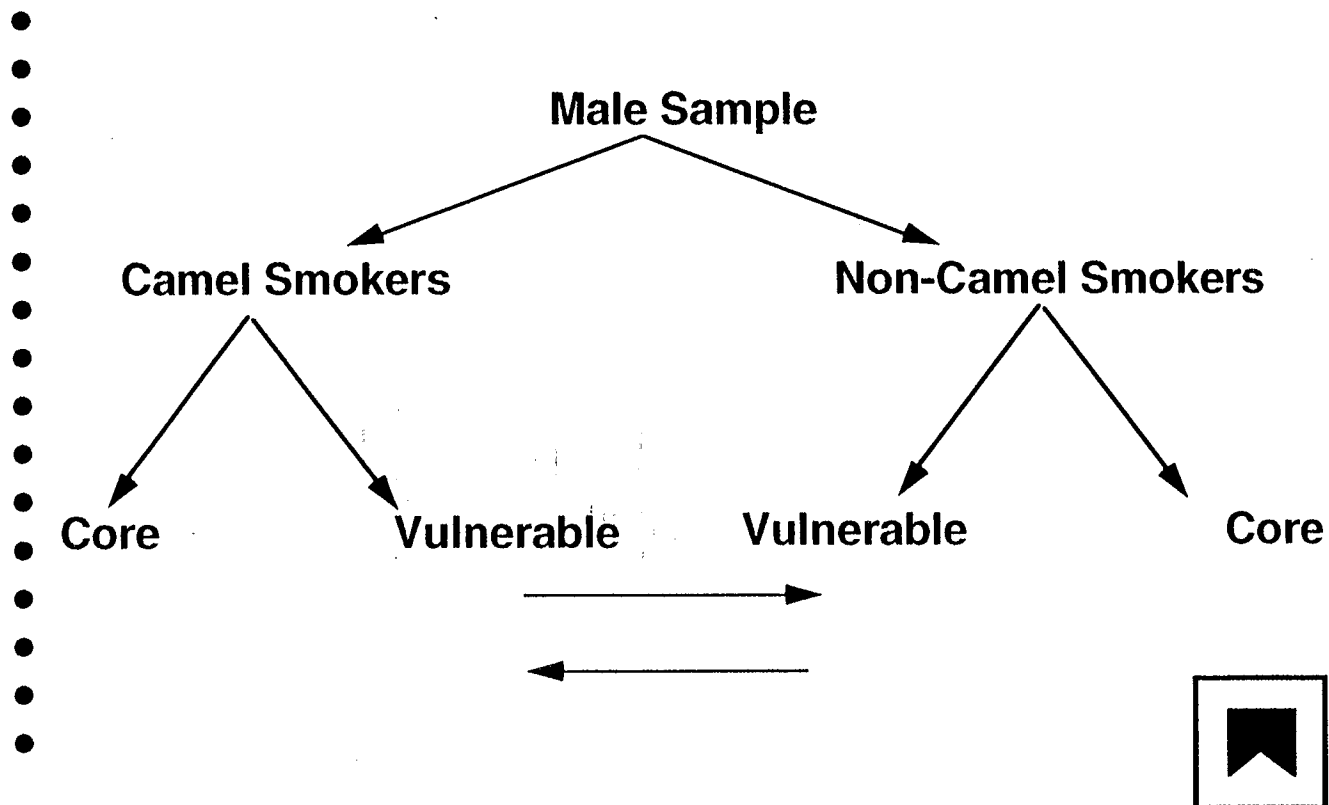
# Segment "Model"



2041855696

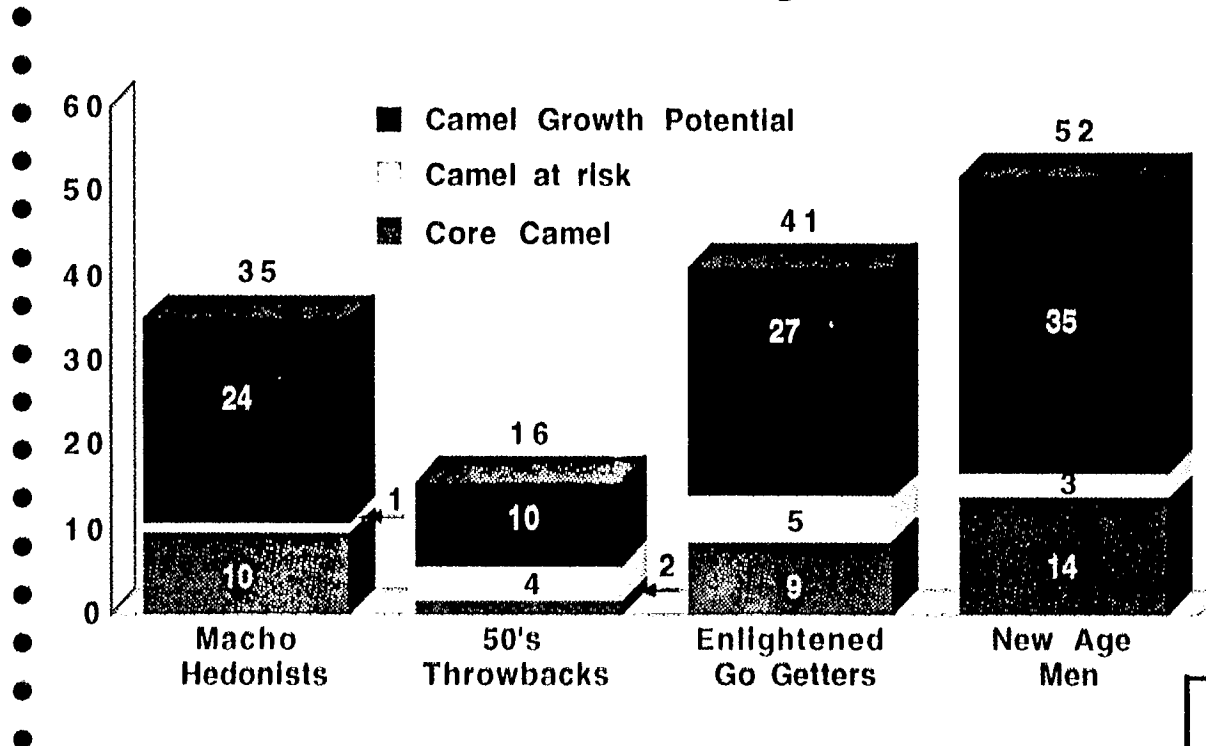


# Prime Prospect Analysis



2041855697

# Camel Growth Opportunity Analysis



2041855698



# Attitudes of Marlboro and Camel Smokers

<u>Marlboro Red</u>	<u>Marlboro Lights</u>	<u>Camel Agrees More</u>
• Rather do something I know well than	Under a great deal of pressure	I like to take chances
• enjoy something new	Looking forward to high paying job	I like outrageous things
• Price indicates quality	Want high standard of living	I crave excitement
• Money indicates success	Money indicates success	I like to travel
•	Want a satisfying job	Important to be independent
•	Saving for the future	Make time to hang out with the guys
•		Women should get equal pay
•		Men need to be sensitive



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# Overlap in attitudes/lifestyle

<u>Macho Hedonists</u>	<u>50's Throwbacks</u>	<u>Enlightened Go Getters</u>	<u>New Age Men</u>
Live for fun Self centered Want to be popular	Establishment Blue collar macho Want to fit in	Career Oriented Upscale lifestyle Want to succeed	Find new paths Have fun Want to be satisfied
18-24	50's	80's	90's
	<u>Marlboro Red</u> Image is macho, popular Users are conservative	<u>Marlboro Lights</u> Image is good natured, popular Users are career oriented	<u>Camel</u> Image is adventurous, cool/hip, independent Users have contemporary values, are excitement seekers
Marlboro Lights +5 Camel Lights +1	Marlboro Red +5	Marlboro Lights -4	Camel +6



2041855700



# Reasons Started Buying Regular Brand

Male non-menthol smokers	Marlboro Red	Marlboro Lights	Camel
Influenced by other people	90	82	70
Flavor/Tar level	58	70	52
Well Known Brand	52	47	24
Appealed to my individuality	30	22	44
Liked ad/pack	19	15	41
Price/Promotions	8	9	25

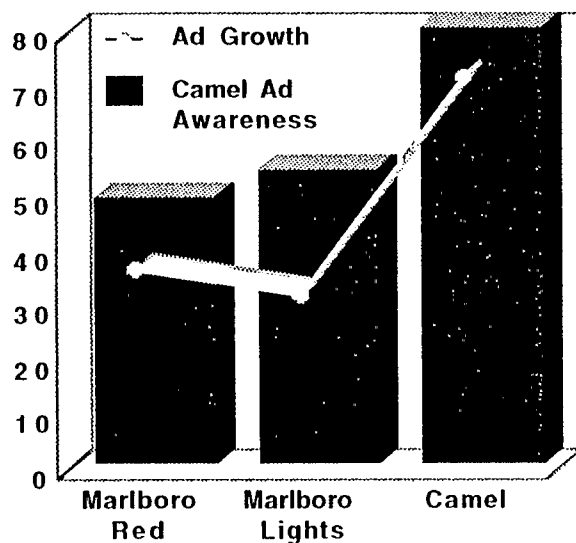


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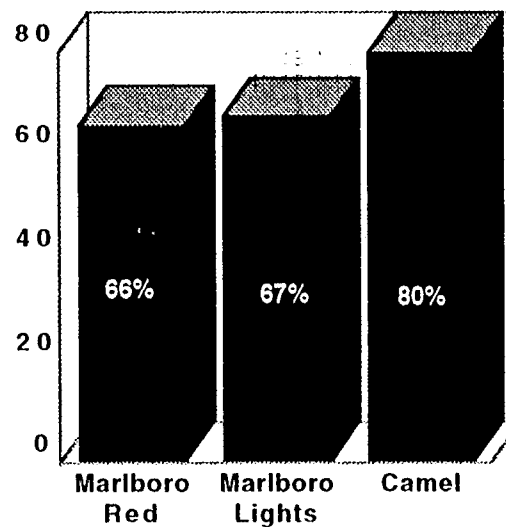


# Camel Advertising Strength

Awareness of Camel Advertising



Awareness of Own Brand's Advertising Among Own Brand's Smokers



2041855702





# **Marlboro Red Image Reflects Traditional Masculinity**

- 
- **Adventurous**
- 
- **Masculine**
- 
- **Average/Everyday**
- 
- **Independent**
- 
- **Rough Edges - Rebellious/Burnout**
- 
- **Follows the Crowd**
- 
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# **Marlboro Lights Projects a More White Collar Masculinity**



**Average/Good Natured Guys**

**Career Oriented**

**Independent**

**Popular/Leader**



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# Competitive Smokers

**Average**  
**Macho**  
**Independent**  
**Adventurous**  
**Older**

**Average**  
**Macho**  
**Independent**  
**Adventurous**  
**Older**

# Macho Independent Adventurous Older

# Independent Adventurous Older

# Adventurous Older

# Older





# Brand Images by Segment

## Full Flavor Smokers

Macho  
Hedonists

50's  
Throwbacks

Enlightened  
Go Getters

New Age Men

### Marlboro Red

Positive

Independent +10  
Follows Crowd -14

Positive

Follows crowd +7

Negative

Follows crowd +10  
Independent -11  
Sexy -11

Positive

Sexy +19  
Macho +7  
Adventurous +8

### Camel Filters

Positive

Macho +12  
Cool/Hip -9



2041855707





# Brand Images by Segment

## Lights Smokers

**Macho  
Hedonists**

**50's  
Throwbacks**

**Enlightened  
Go Getters**

**New Age Men**

### Marlboro Lights

Mixed

Independent -24  
Cool/Hip +8  
Nerdy -8

Positive

Independent +19  
Burnout -16  
Follows crowd -16

Negative

Follows crowd +15  
Materialistic +15  
Nerdy Wimpy +14  
Burnout +14

Positive

Cool/Hip +11

### Camel Lights

Mixed

Independent -13  
Career Oriented -15

Negative

Cool/Hip -15  
Trendsetter -12  
Popular -10

Negative

Materialistic +25  
Nerdy +22  
Burnout +18  
Macho +16

Positive

Follows crowd -17  
Macho -13  
Cool/Hip +12



2041855708



# Brand Image Appeal by Segment

	Macho Hedonists	50's Throwbacks	Enlightened Go Getters	New Age Men
Marlboro Red	39%	43%	30%	42%
Camel Filter	23%	33	25	24
Marlboro Lights	42%	55	26	49
Camel Lights	42%	30	21	37



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# Conclusions

- One segment, Enlightened Go Getters, is less attracted to any of the brands, and is unexpectedly negative towards Marlboro Lights**



2041855710



## Implications: Marlboro Advertising

- Marlboro Red

- Increase visibility of Marlboro advertising through special units, interrupters, racing and adventure team executions

- Marlboro Lights

- Explore ways to dimensionalize a more modern, upscale definition of masculinity in Marlboro Lights advertising. How different can it or should it be from Red?

- Marlboro Medium

- Two opportunities to more clearly position the brand.

- Tougher Lights - More traditional macho imagery along with modern manly values of E.G.G.'s.
- Cutting Edge Marlboro - New masculinity, cool/hip, different for New Age Men





# Implications:

## Promotions and Direct Mail

Separate promotion and direct programs for Marlboro brands

Marlboro Red  
Premiums

Outdoorsy  
Masculine  
Red and rugged

Marlboro Lights  
Premiums - Separate

White collar masculine  
Upscale leisure  
Black and gold

Marlboro Medium  
Premiums - Separate

Iconoclastic  
Edgy  
Funny

Direct Mail  
Continuity

Direct Mail  
Image building  
• Masculine  
• Quality

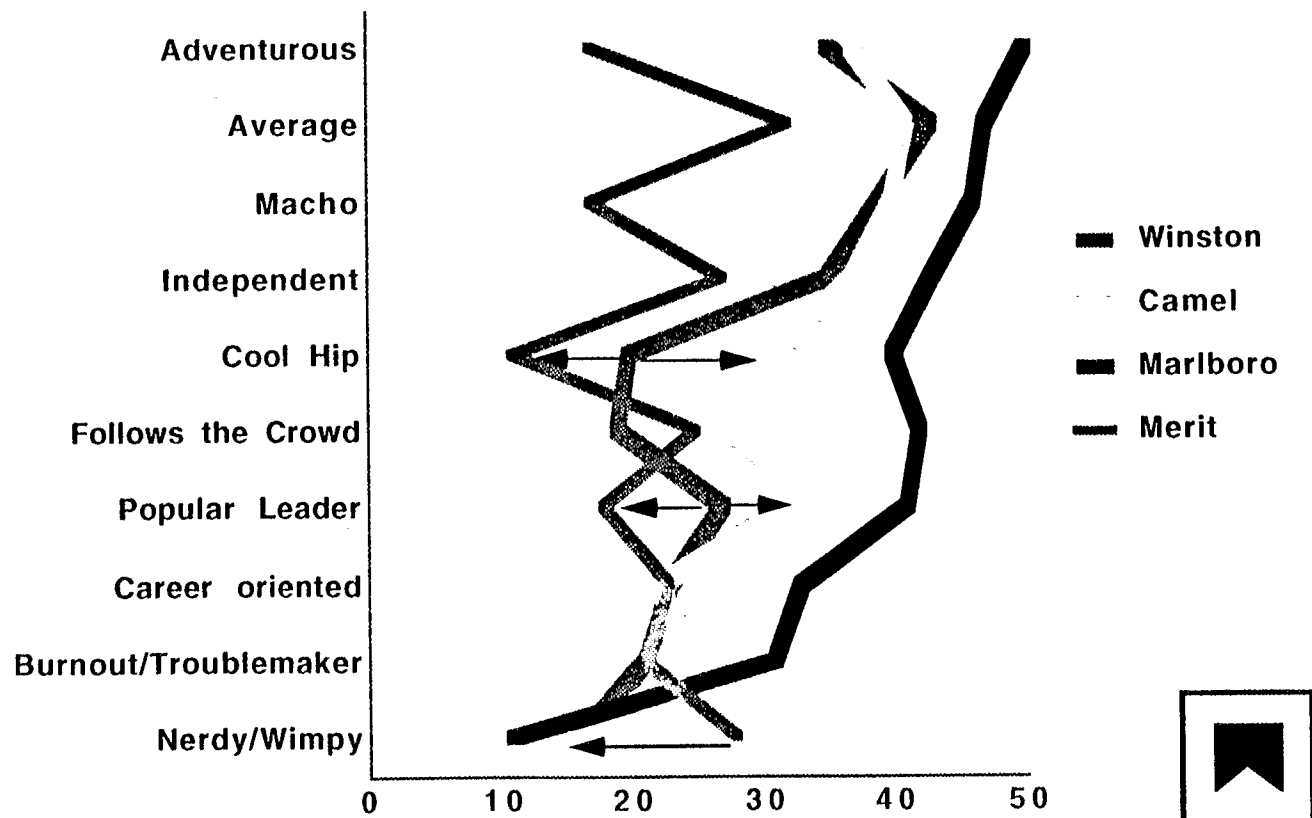
Direct Mail  
Trial/conversion  
Testing boundaries



2041855712



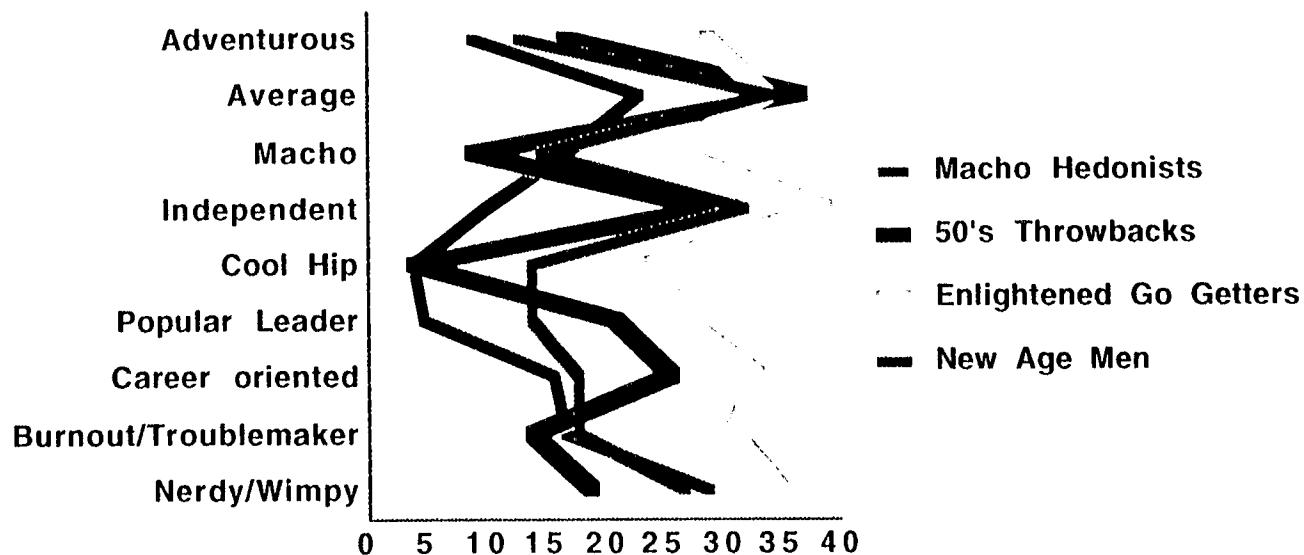
# Parent Brand Images



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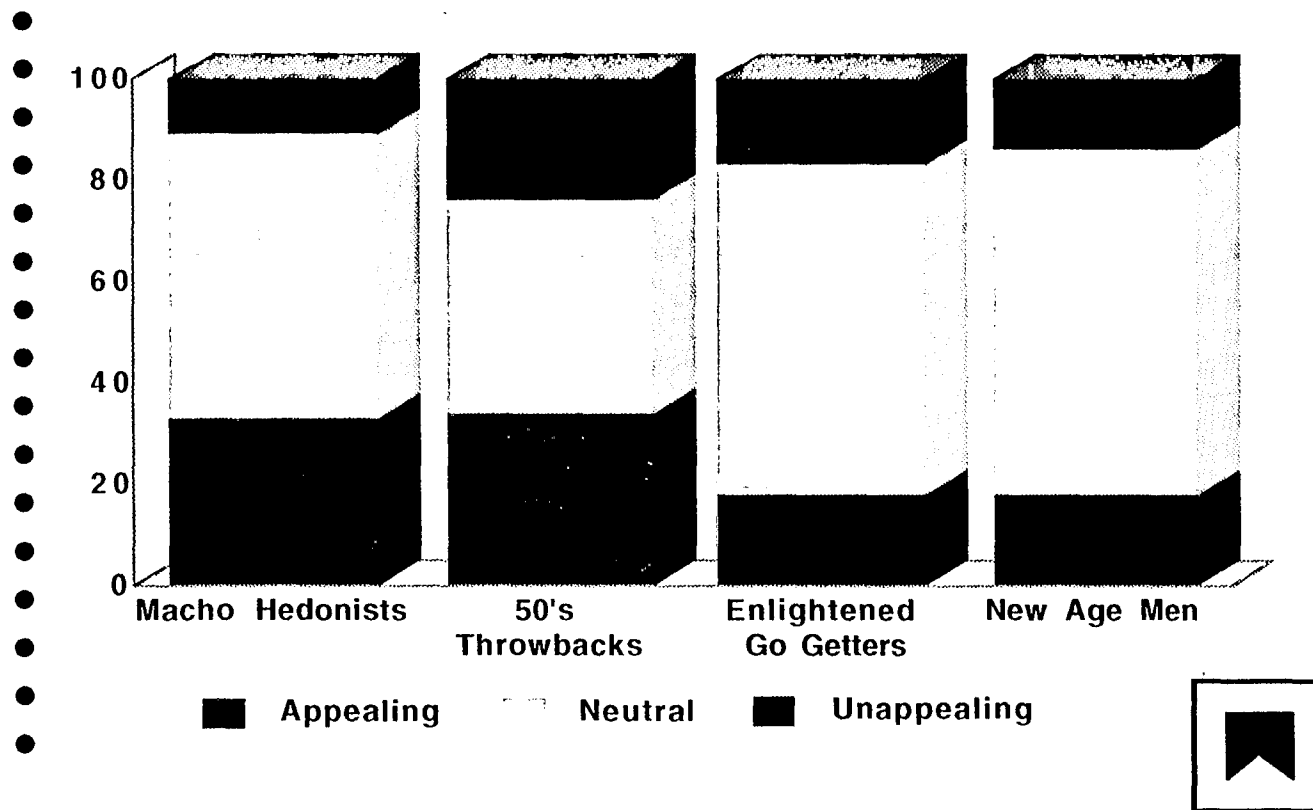


# Merit Image Among Segments



2041855714

## ► Merit Appeal Among Segments



2041855715





# Implications:

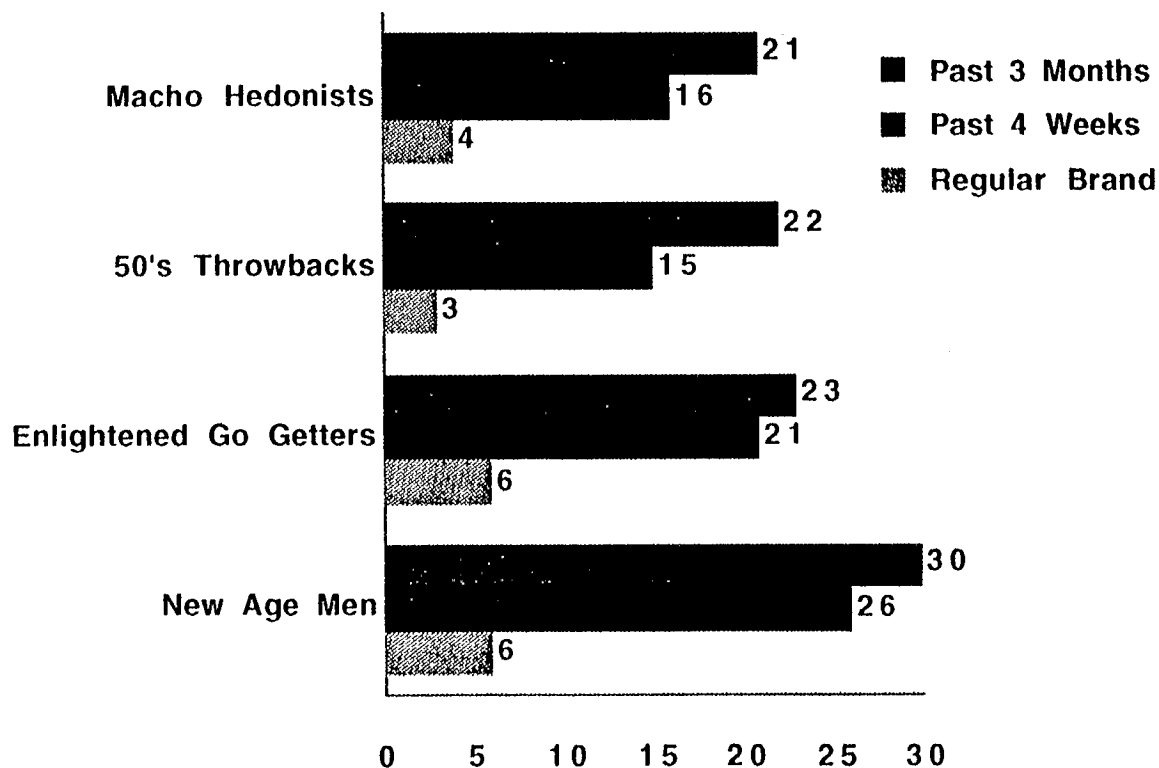
## Premium Brands

- Merit has a foothold among E.G.G.'s who would seem to be receptive to a rational/logical, not overtly image-driven approach. Building share within this age segment, however, would require a major increase in advertising and POS visibility to create "perceived popularity."
- Parliament may be attracting E.G.G.'s in its strong markets. Parliament and Merit can both capitalize on not being "versions." E.G.G.'s seem to think Lights = nerdy/wimpy
- B & H Kings may profit from understanding and focussing on segments. Who is it positioned against? Menthol and female analyses may provide additional direction. Recontact Study to gauge segment appeal may be useful.
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# Discount Brand Penetration



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## Most Popular Brand of "Lower Priced Cigarettes"



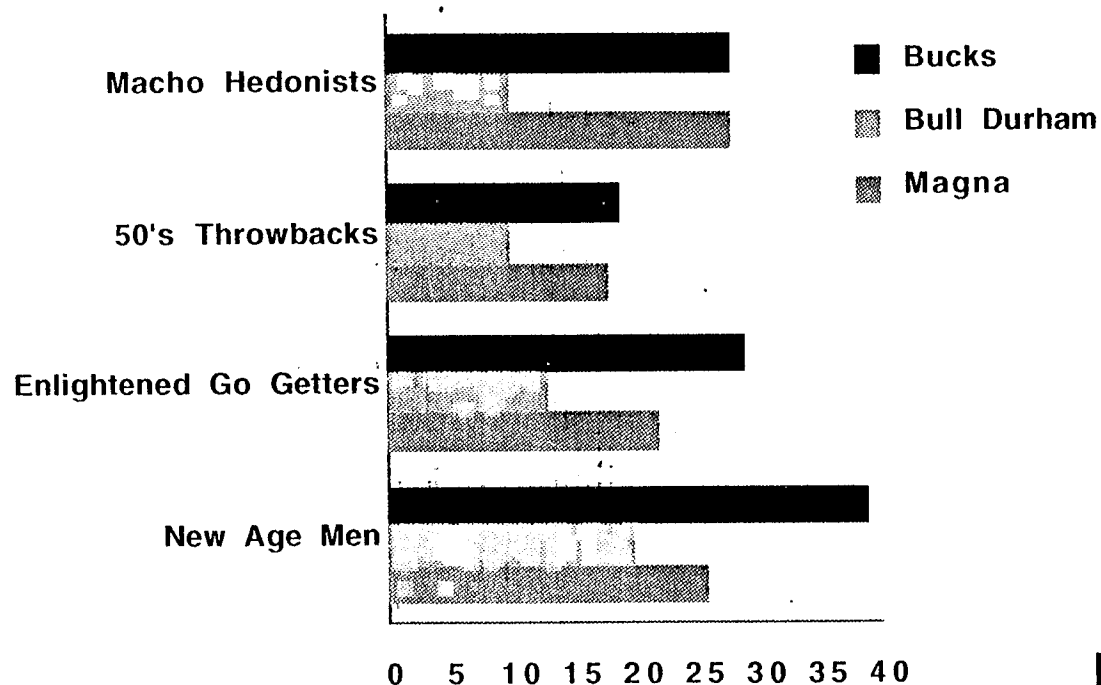
	Macho Hedonists	50's Throwbacks	Enlightened Go Getters	New Age Men
Bucks	13	5	14	13
Cambridge	6	7	6	4
Doral	10	22	17	23
Magna	25	14	17	18
Total PM	29.7	21.2	28.5	29.7
Total RJR	39	40.6	36.3	39



2041855718



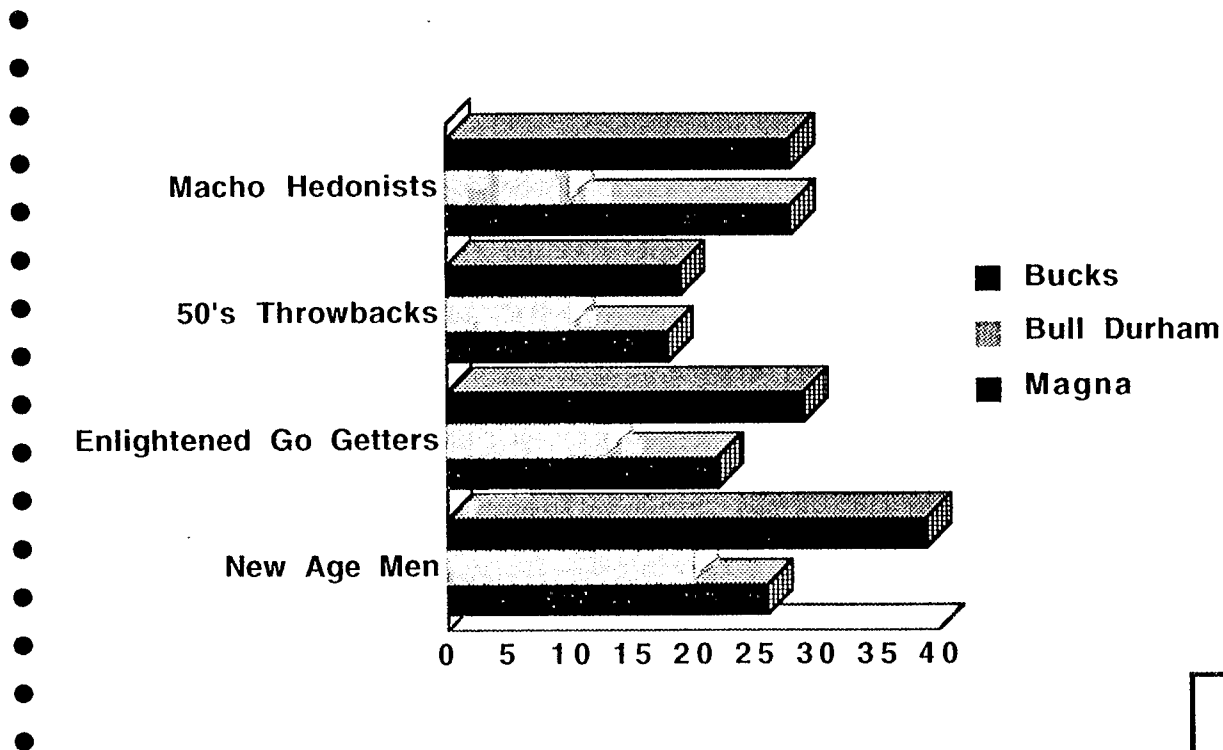
# Advertising Awareness of "Lower Priced Cigarettes"



2041855719

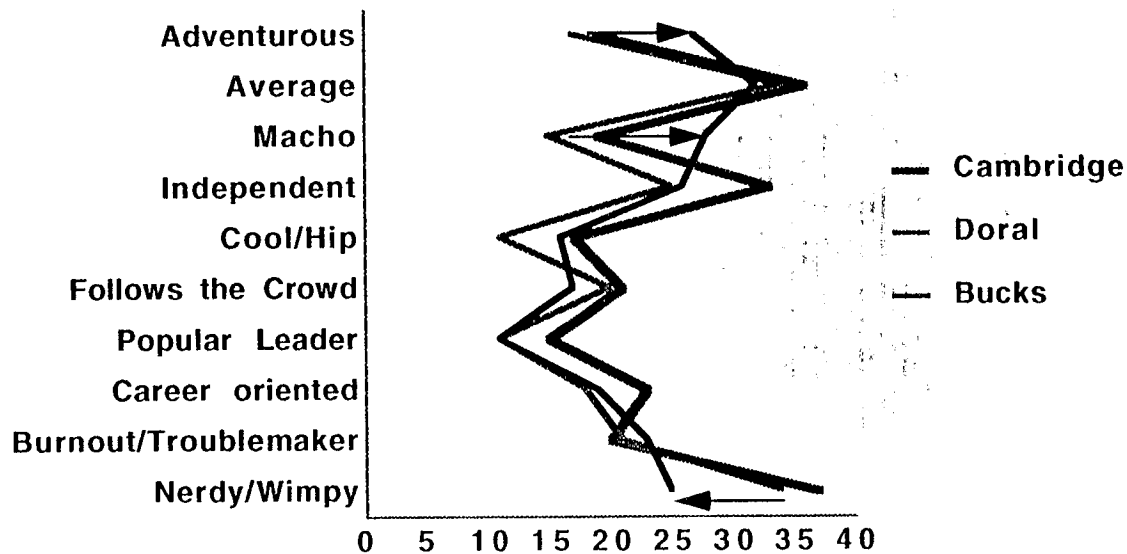


# Most Appealing Advertising for Lower Priced Brand



2041855720

# **Full Flavor Brand Images** **Discount Brands**



2041855721



## **Implications: Discount Brands**

- 
- 
- Discount Brands have converted few male young adult smokers. However occasional usage occurs among 20%+ of the sample, and RJR has a stronger set of "popular brands." We need to bolster PM defense
- 
- Bucks has done comparatively well in establishing a presence with this group. Its advertising is well liked and seems to cover both "macho" and "cool/irreverent"
- 
- Importantly, Bucks does not attract Marlboro Red traditionalists.
- 
- Bucks could benefit by increased/extended advertising/POS to increase perceived popularity. Do we want it to grow?
- 
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# Implications:

## New Products

- Player's Navy Cut could have potential with New Age Men segment. Use learning to direct development efforts and screen research respondents

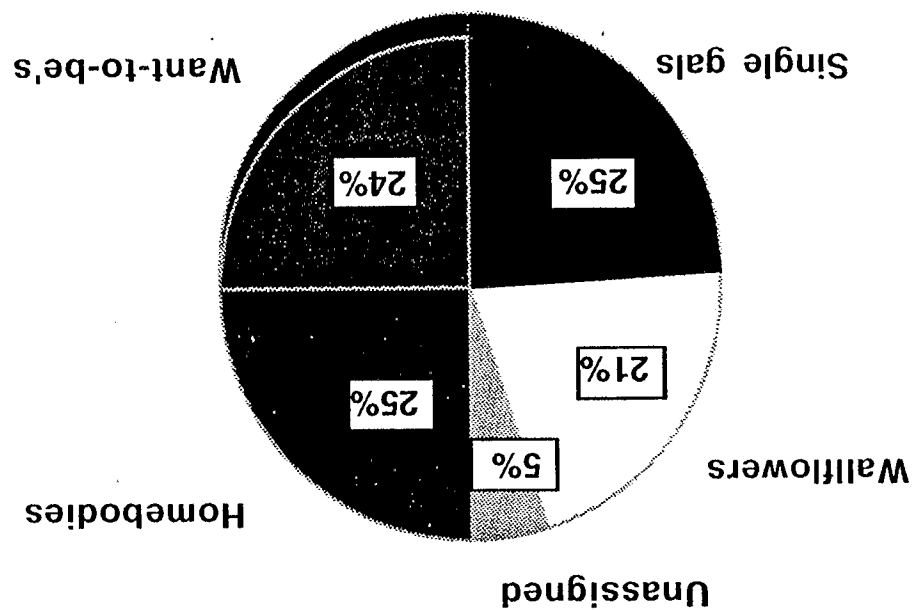
- Less macho, more cool
- Emphasize uniqueness of product/user
- Recognize susceptibility to P/V with strong ongoing promotion plan

- Explore new ideas - Bucks demonstrates that new products can make an impact with young adult smokers but advertising presence needs to be maintained long term to overcome "not established brand" handicap.



2041855723





# Female Segments

III. HOW YAMS RESPOND  
TO ADVERTISING

2041855725

### **III. How YAMS Respond to Advertising**

2041855726

GROUP DISCUSSIONS WITH  
YOUNG ADULT MALE SMOKERS  
ON TV AND PRINT ADVERTISING

THOMAS QUALITATIVE RESEARCH  
August, 1992

2041855727

## BACKGROUND

To gain some insight into how young adult male smokers react to print and television advertising directed to them, we conducted two group discussions. The two groups were controlled to represent different attitudinal groups: the first group was screened, through previous depth interviews, to represent the "Sensitive New Age Guys" (referred to in this report as SNAG's); the second group was chosen to represent the attitudes of the more traditional "Macho Man" (MM's). The reason for this screening was to determine how such lifestyle attitudes may have an impact upon the men's views of different pieces of advertising. Respondents smoked either Marlboro or Camel as their brand.

In the groups, we followed the same procedure that was used in the Virginia Slims groups: respondents were shown a wide variety of print ads and commercials and asked to respond, not to product claims, but rather to the imagery and the feelings the ads evoked.

The groups were held in the Leo Burnett Creative Research Facility in downtown Chicago on August 20, 1992.

2041855728

## FINDINGS

Prior to their discussing the advertising, some differences between the SNAG's and the MM's were readily apparent. For example, while most of the men in both groups were students, the majority of those in the SNAG group were in areas of study such as art, music, or film. On the other hand, MM's were, with one exception, pursuing "non-artistic" courses of study. Further, SNAG's were clearly more avant-garde in their social attitudes and cultural interests and were more articulate in expressing their views. Conversely, MM's were more traditional in their outlook and their tastes, and less comfortable articulating their feelings.

Nonetheless, the important finding from these groups was in how *similar* both groups were in terms of their reading of and reactions to the advertising we showed them. While there were some differences in reactions to a few ads, both SNAG's and MM's seemed to be moved (or turned off) by the same ads and commercials.

### Positively Received Advertising

In looking at the advertising which garnered universal approval, we saw that the humorous executions (here, Energizer Bunny ad and Old Milwaukee "Camping" commercial) were extremely successful with both groups of men.

Both of these campaigns were liked because they were viewed as light-hearted, fanciful, and fun to watch. Further, though respondents felt that the guys in the Old Milwaukee commercial were definitely representative of their generation ("The twenty-something generation that can just pick up and go"), they also felt that the humor in both campaigns was of a sort which would appeal to any audience. Overall, it appears that what these young adult men were responding to in these two campaigns was a kind of humor which was essentially kindly or non-threatening; somewhat silly, if not

2041855729

3.

fantastic; and as somehow indicating that the advertiser does not take himself (or his product) too seriously.

Another less than surprising finding was that sex in advertising will get the attention of these young adult men. All of the men felt that the Jordache ("Street Scene") and Diesel jeans ("Garage Pin Up") print ads and the Levi 501 commercial ("Red High Heels") would "definitely get me to look" merely due to the presence of a well-endowed or seductively clothed woman. To be sure, the SNAG's were politically correct enough to say of the Diesel woman, "This ad objectifies women;" but they were also honest enough to add, "but I'd still look." The MM's, on the other hand, had no guilts over the political correctness (or lack thereof) of the advertising: "I like to look at women." Yet, at the same time that sexy women got their attention, it was curious that they had little to say about the ads (or the products advertised) beyond, "I'd look," and further, they also felt that, "I'd have never known that the Diesel ad was selling jeans".

On a more elevated-note, we also noted that an aspirational appeal was seen as very attractive to all of these young adult men. The Nike commercial ("Shine On") received very strong positive response, not only for its executional devices (music, graphics, photography), but also due to its very appealing message:

"You don't have to be an Olympic athlete. You just have to try your best."

"They showed professionals and amateurs. (It means) everyone can be an achiever."

This response, by the way, is similar to what we have heard from other young adult men *and* women in regard to Nike advertising. Consumers see Nike as taking the "high road," as appealing to people's "better nature;" as a result, Nike advertising leaves people feeling good about themselves as well as about Nike.

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Another approach which was positively reacted to here was the "cool sophistication" direction epitomized by Absolut vodka advertising. Both groups very much liked the "minimalist" graphics (here, just a glass of Absolut on ice), though we sensed that more SNAG's than MM's got the "Absolut Subliminal" ice reference joke. Nonetheless, whether or not the specific reference was understood, all of these young adult men felt that the campaign communicated "Absolut is the cool vodka" because "it's not hard sell." While from a marketer's point of view, it may be that Absolut's advertising is thought to be very hard sell indeed, what these young adult men seem to mean is that there is no overt sales "talk" in the advertising; indeed, there is little copy at all. Rather, the advertising seems to be communicating, "We're so cool, we don't have to tell you how cool we are."

We also observed that the SNAG's commented favorably on other Absolut ads which used famous architects' and artists' styles and adapted them to Absolut bottles. Such an approach was seen as emphasizing the sophisticated image of the brand and of the user (i.e., if you understand the artistic reference, then you, like Absolut, are too cool for words). But whether or not they referenced the "arty" ads, all respondents had a sense that there is a lot of Absolut advertising and that "they're always doing different things with it." This last point is important in that these young adult men seem to tire very quickly of an advertising idea (or maybe of everything), and therefore, consistent attempts to keep a campaign fresh are very important to reach this audience.

Interestingly, an approach which seemed to be the polar opposite of Absolut's was also met with very positive reactions. The young adult men in these groups were very favorable to the use of "real people" in advertising (here, Levi button fly's "Young Drummer" commercial), a reaction which we've heard from consumers in all age and demographic groups. It is important to note, though, that "real" doesn't necessarily mean "not an actor" (though that was the case here); rather, it means, more generally, "not blow-dry perfect," not slick or out-of-reach gorgeous, but rather, as somehow attainable or as able to create empathy.

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5.

In any case, "Drummer" was seen as an appealing and interesting story about a real, though nonetheless unusual, kid. Further, young adult men felt that though the spot was not *about* jeans, "it made me feel that these are regular jeans for regular people."

Similarly, these young adult men seemed to like advertising which did not "discriminate" among consumers. That is, they responded favorably to advertising which either overtly celebrated "all kinds of," "regular" people (Nike, Levi's "Drummer"), or which did not use people at all in the ads (Absolut, Energizer). (These latter ads, by not putting a *specific face* on the target user were seen as "appealing to everybody.") This is speculation, but perhaps part of the reason that these young adult men liked this "democratic" approach was that they were still somewhat unsure of themselves, not very secure in their own skins. Thus, those ads which seemed to celebrate "Everyman" may have been viewed as less threatening to their still forming senses of self-esteem.

Finally, it appeared that while some fantasy approaches were viewed as appealing to both segments, responses in this area were more idiosyncratic; that is, while a couple of the fantasies were "universal," others were more appealing to one group (or even one individual) than to another.

For instance, we saw that the Turbo Z commercial was very appealing to both groups in that the approach (described as "like a James Bond movie") was thought to be both humorous and exciting. Clearly, this spot was tapping into something that all of these young adult men found appealing. On the other hand, Marlboro's "Race Car" ad got divided reaction: SNAG's dismissed it, saying, "rating's not my thing," while MM's clearly thought it was a very appealing fantasy.

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Other fantasy approaches, such as MTV's "Plug-In Man" and "Comics" ads were seen as "eye-catching" and as appropriate to MTV's image, though they didn't seem to create a whole lot of conversation from any of these young adult men. And while Nike's "Charles Barkley - Animated" spot was seen as "cleverly done" and "different" (due to the animated format), SNAG's were left feeling somewhat uneasy about the "intensity" of the spot ("My heart's still racing"), while MM's seemed more positive about the "tough guy" approach.

#### Negatively Received Advertising . . .

While all of the young adult men found a sexual sell involving photographs of women to be, at the very least, attention-getting, they responded quite differently to photographs of unclothed men (Calvin Klein jeans). Though again, the SNAG's tried very hard to rise above their own discomfort and discuss the ad as art ("It kind of reminds me of Mapplethorpe"); conversely, the MM's dismissed the ad as, "It's okay if you're gay." But clearly, both groups of men were profoundly disturbed by the advertising and could barely choke out any discussion on it.

Another ad which was disliked for its "shock value" was the Benetton "Reporter" ad. Both groups found the ad (or rather, the whole campaign) to be disturbing, sometimes even frightening, but as being shock for shock's sake. That is, respondents could not understand why Benetton was doing this kind of advertising, hence assumed there was no "reason" behind it other than to "be different";

"They show these terrible things and you think, 'Okay, so what's your point?' Am I supposed to say, 'If I buy their clothes it'll solve the problem?'"

This reaction, by the way, is similar to those we've heard from other consumers in regard to this advertising. It appears that for many people, Benetton's campaign may be backfiring: many consumers do not see this campaign as saying that Benetton is *concerned* about these issues, but rather see it as Benetton *exploiting* some social tragedy for meretricious purposes.

Other ads which were rejected by both SNAG's and MM's was a group of print ads which they called "out-dated," "old-fashioned," and/or "boring." Interestingly, this groups was made up almost exclusively of cigarette ads (Newport "Swimming Pool," Camel "Piano Player," Kool "Kool Guy," Marlboro "Roper," and Coors "Car Wash").

Young adult men in both groups continually referred to this category as "tired," as "1950's advertising," and as "always the same thing - nothing new." However, as they discussed each ad, it appeared that they did see differences among the individual pieces of advertising.

For example, both the Newport and Coors ads were dubbed "old-fashioned" due to the somewhat "Gidget-like" portrayal of the people in the ads. The happy, smiley, clean-as-a-whistle young adults portrayed were described as, "It's how people in the '50's thought young adults looked;" "They're plastic - as if someone said, 'Show teeth, show teeth'." Similarly, the "Kool Guy" was viewed as an "older" person's view of what cool is: "This guy is definitely *not* cool." Further, the type face and graphics of the Newport ad were seen as "cheesy" and not at all contemporary.

Marlboro advertising, on the other hand, was viewed as dated, not due to graphic *quality*, but rather because, "It's always the same thing," "It never changes;" "You flip through a magazine and you see it's a cowboy so you know it's Marlboro, but you're so tired of it," and, "This was probably really appealing in 1950, but it's old now."

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While many of these young adult men went on to say that the cowboy imagery, in and of itself, was "tired," not relevant to contemporary (especially urban) young adult men, reactions to the Marlboro Medium ad (Cowboy on a Mustang) would seem to contradict that. Indeed, both groups reacted very positively to the Mediums' ad, seeing it as contemporary and "cool," partly due to the visual pun ("He's on a Mustang - that's cool"), but mostly because it represented a "move to the '90's": "You still know it's Marlboro (because of the cowboy), but it's like they updated it. It's for today."

Further, though these young adult men said that they were tired of the Joe Camel campaign as well ("It was cool a few years ago, but it's enough now"), they did laud the advertising for "always changing, keeping up with the times," "It's not the same as when they started," something they felt that the Marlboro campaign had not done.

Other ads were disliked for an assortment of reasons. The Santa Fe cologne ad was dismissed due to its "corny," soap opera like approach: "It looks like a Harlequin romance (cover). I think women would probably like this more than men."

The Dockers' ("Gray") commercial was not viewed favorably for a couple of reasons: first, these men found the look and tone to be not only "serious," but downright "depressing;" such tonality was also seen as a bit odd for a fashion spot: "Why would you do a commercial where everything's gray and depressing? I mean, I like gray, but I don't think it's outstanding fashion." More important, however, was that these young adult men did not feel that they were the target for the advertising: "This is for a guy who's seriously into his career," and, "This is for a much older guy - like thirty."

We were somewhat surprised to hear that none of these young adult men liked the sort of funky Lone Star beer commercial ("I wanna be a cowboy"). However, it may be that their negative response was due to the fact that they had never heard of the beer, assumed it was new, and that,

"They're just jumping on the cowboy bandwagon. That's the big fashion look everywhere."

Perhaps had they been aware of Lone star's Texas heritage, the response may have been different.

Finally, all of the young adult men saw the Trojan "In Control" ad as laughable. Not only did they find the California wind surfer look to be totally unappealing (as well as uncool), they felt that the "just as, so too" comparison between the man and the product was strained: "That's really a stretch." They also observed that the lay-out (photo of man on top, copy in middle, and product at bottom) did not facilitate their reading the copy, or even noting the product advertised.

### "Divisive" Advertising

Only a few of the ads got different responses from SNAG's and MM's, and those that did were fairly predictable.

We observed that while both groups of men felt that Levi's "Surfers," Lee's "Solitary Guy," JimmyZ's "Dancing Guy," and Jordache's "Street Scene" were viewed as being part of a specific genre of advertising (contemporary, arty, black and white, high fashion look), SNAG's were much more favorable to these ads than were MM's. Further, the ad which received the most divisive reaction was Lee's "Solitary Guy." SNAG's clearly read a lot into this ad: they commented that they saw the man in this ad as very appealing, very fashionable, as symbolic of the "sensitive male image of the '90's," and they liked the photography which they described as "retro," "contemporary," and "experimental." Further, the terse copy was appreciated for its "anti-attitude attitude." Conversely, MM's reacted to the ad on a much more surface level and, as such, found it dull: "It's just a guy sitting. It's boring."

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Similarly, Bud's "Crop Duster" was seen very differently by both groups of men. SNAG's saw the photography as very contemporary and as having a "European look." (They were right: the ad was pulled from a European publication.) On the other hand, MM's saw this as, "Just like Marlboro - another picture of the West."

### Some Overall Observations . . .

It was very apparent that these young adult men were drawn to advertising which is dominated by graphics and which uses copy very sparingly, almost telegraphically. But while the visual is the predominant mode of communication for these men, it is clear that they react to good copy; however, they like copy which is terse, makes a point (often, humorously or ironically), and which functions somewhat as a punchline (e.g., "Absolut Subliminal").

We also observed that these young adult men seemed to view and describe most if not all of the ads by referencing decades. Perhaps because recent fashion has resurrected the look of decades past, these young adult men were very aware of the "look" of the '50's through the '90's, and tended to describe many of the ads in those terms.

We saw, too, that the ads which these young adult men liked spanned a wide variety of genres; clearly, there is no one way to approach them successfully. However, we did note that they, like other respondents, do expect an ad to include a product sell, or at least to give them some sense that the product is relevant to the execution. Therefore, the "best" ads are those which not only intrigue, charm, or entertain, but which also make a relevant statement about the brand. Conversely, those ads whose executional formats seem irrelevant to any kind of product message are disliked, primarily because they leave the reader/viewer confused and frustrated.

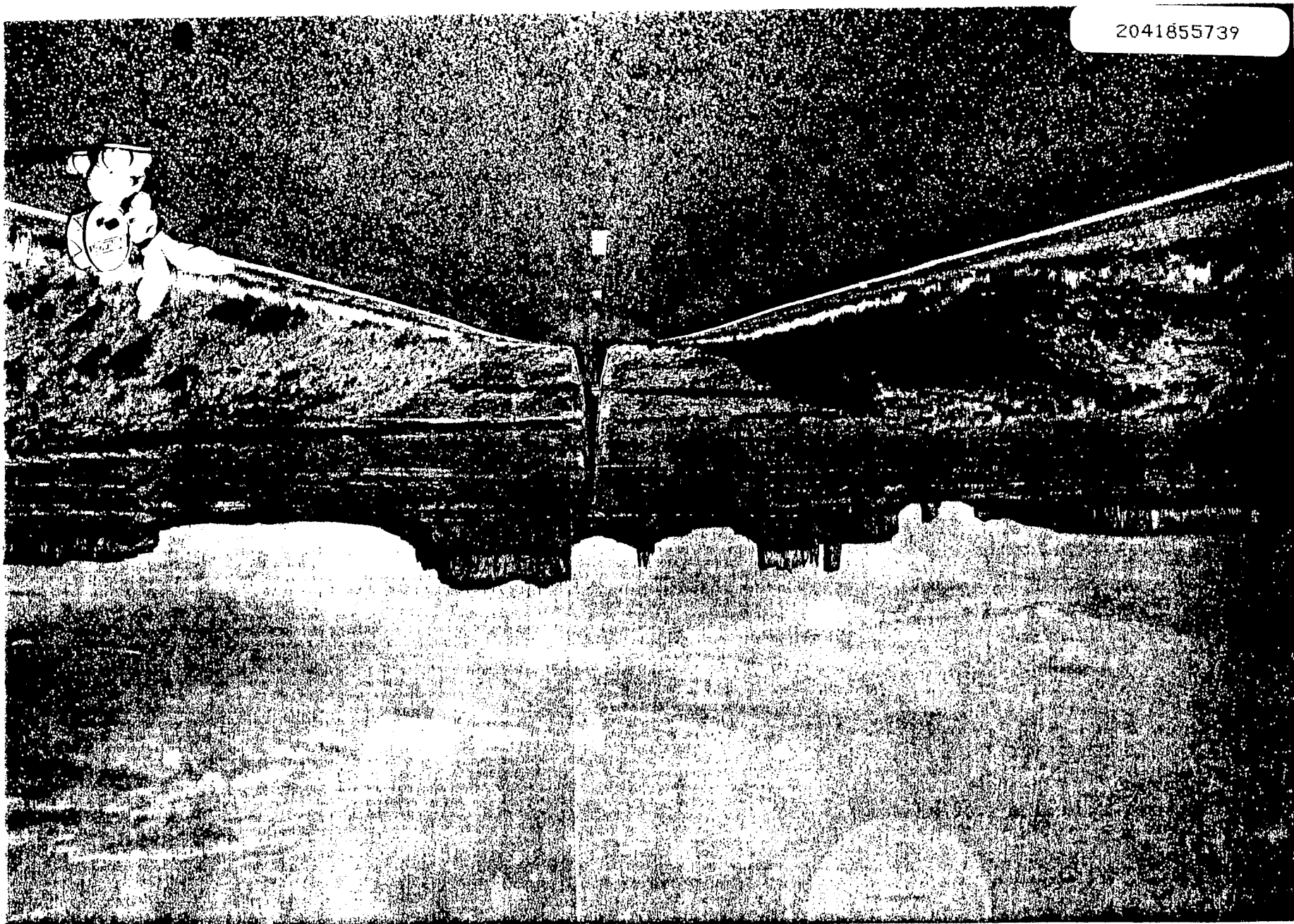
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Finally, it appears that these young adult men see a difference between a "classic" look and a "static" appearance in advertising. In regard to Marlboro, specifically, it seems that these young adult men are not so much denying the "classic" nature of the cowboy *symbol*, but rather that they see the *rendering* of that symbol as static. From their positive comments that Joe Camel has gone through "image updates," and because these young adult men reacted much more positively to the Mediums' "Modern Cowboy", we would infer that while the campaign *theme* would appear to be relevant to young adults as much as it was to the older audience, more contemporary ways of *executing* the theme might be viewed as more appealing to this age group.

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ENERGIZER

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JEANS AND WORKWEAR



HEY FOLKS! Does sliding around make you sick?

## How To Tighten Your Grip

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COMING  
SOON

How to succeed in hedgehog farming!

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# Racing '91



team known for speed, skill and winning. That's Marlboro Racing Team Penske. Watch this year as they race wheel-to-wheel, competing for \$21 million in prize money in the seventeen events of racing's most exciting series--The CART/PPG Indy Car World Series. Catch all the action at Marlboro's three premier Indy Car events. The Marlboro 500, home of the fastest 500 mile race in history. The Marlboro Grand Prix, raced under the skyline of Manhattan. And the Marlboro Challenge--Indy Car's "Race of Champions." Join Marlboro Racing '91 for every second of thrilling, high speed Indy Car excitement.

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17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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when you think you know what it is... It's MTV. By illustrator Marvin Mattelson.

One in a se

CC

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# calvin klein JEANS

CLEVELAND · CHESTNUT HILL · COSTA MESA · DALLAS

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about the rest of the world,  
is available at Schuster stores  
and selected restaurants

2

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# Newport

*Alive  
with pleasure!*



*After all, if smoking  
isn't a pleasure, why bother?*

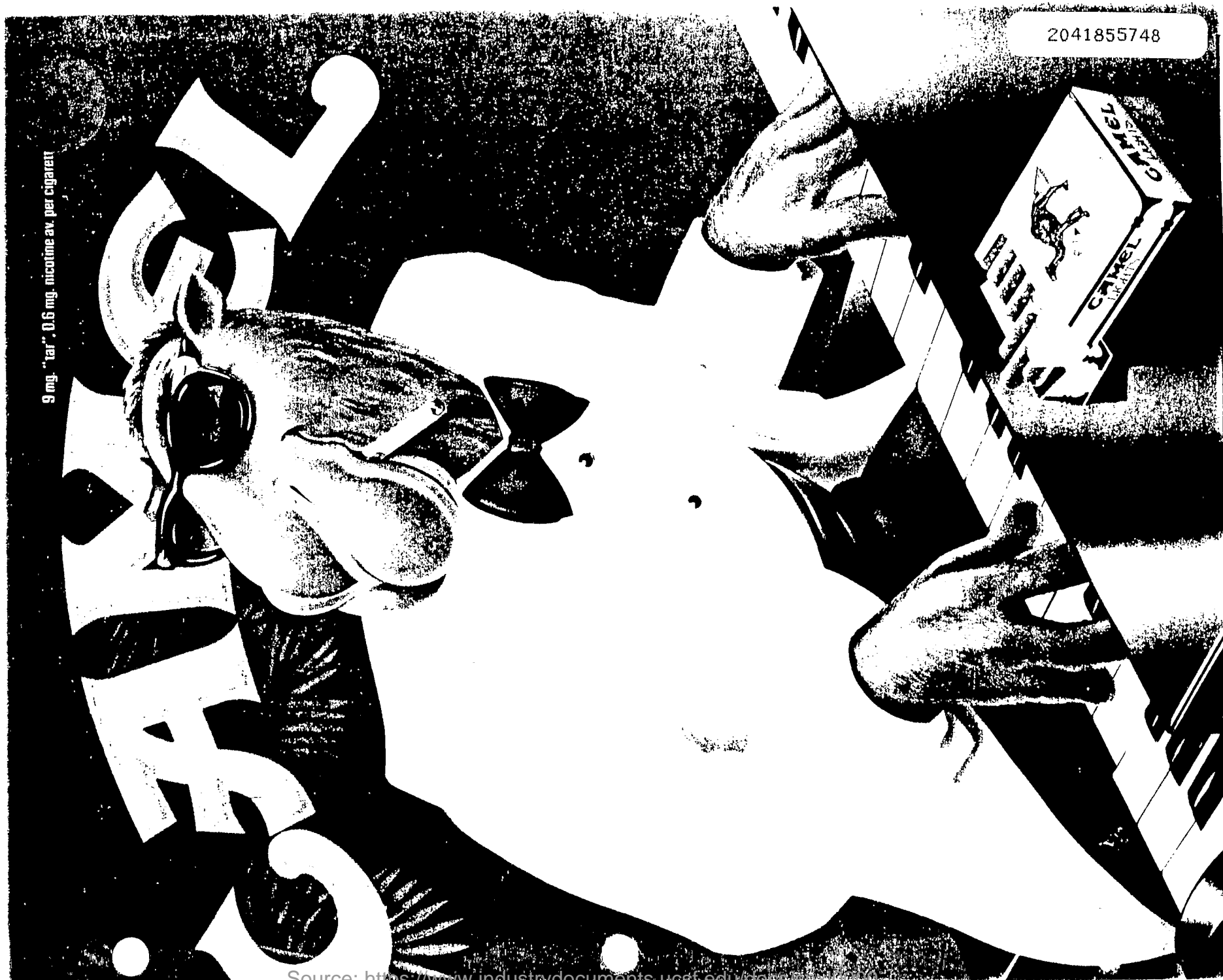
SURGEON GENERAL'S WARNING: Cigarette  
smoke Contains Carbon Monoxide.

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9 mg. "tar", 0.6 mg. nicotine av. per cigaret





SAYS IT ALL.



© 1997 B&W T Co

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Kings, 16 mg "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

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Come to Marlboro Country.



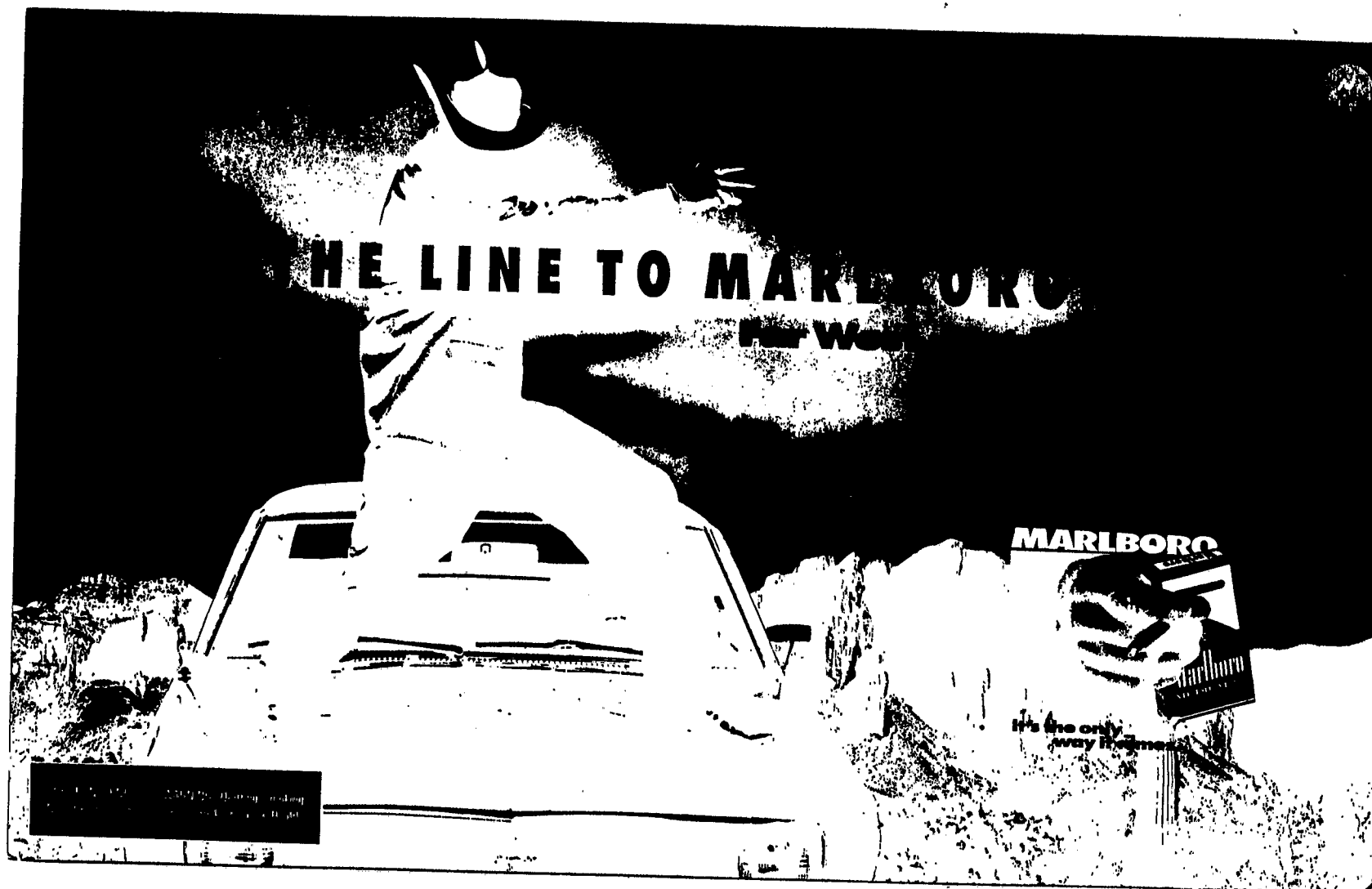
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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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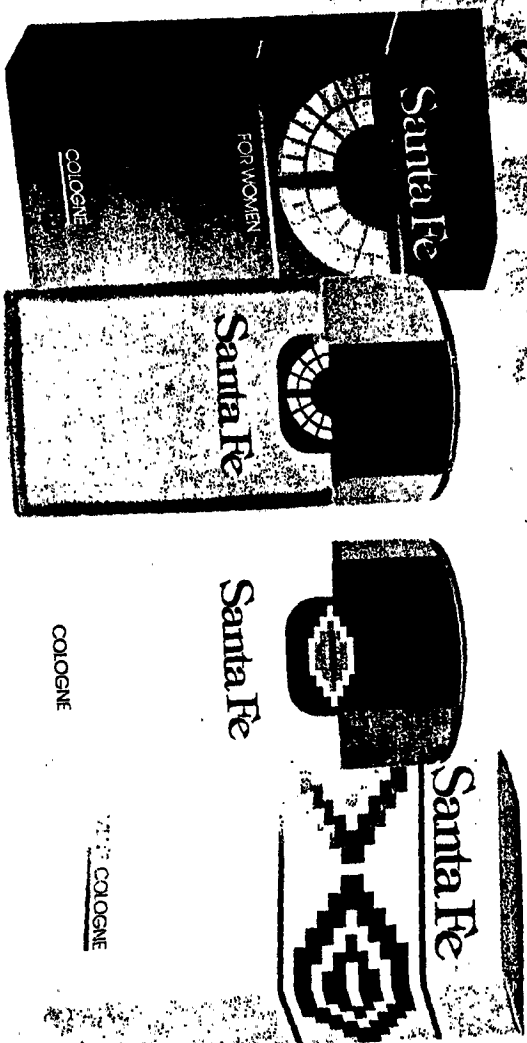




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# SANTA FE<sup>TM</sup>

*It gets pretty hot in Santa Fe*



*For her. For him. Forever.*

F

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# in control



## **TROJAN® HELPS REDUCE THE RISK**

Trying to stay in good health means staying in control, making all the right choices. And today, that means choosing TROJAN latex condoms. More people trust the quality of TROJAN latex condoms to help reduce the risk of Sexually Transmitted Diseases than any other condom. TROJAN also gives you the widest range of condoms to choose from. So make the right choice. And stay in control with TROJAN.

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IV. GLOSSARY FOR  
GENERATION X

2041855755



## **IV. Glossary for Generation X**

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## **A Glossary for Generation X**

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**"I'm living in this world. I'm what, a slacker?  
A "twentysomething?" I'm in the margins. I'm  
not building a wall but making a brick. Okay,  
here I am, a tired inheritor of the Me  
Generation, floating from school to street to  
bookstore to movie theater with a certain  
uncertainty. I'm in that white space where  
consumer terror meets irony and pessimism,  
where Scooby Doo and Dr. Faustus hold equal  
sway over the mind, where the Butthole  
Surfers provide the background volume,  
where we choose what is not obvious over  
what is easy. It goes on...like TV  
channel-cruising, no plot, no tragic flaws, no  
resolution, just mastering the moment,  
pushing forward, full of sound fury, full of life  
signifying everything on any given day..."**

**(Slacker, Richard Linklater, 1991)**



INTRODUCTION BY DOUGLAS COUPLAND

# SLACKER

## RICHARD LINKLATER

## **Alternative**

Originally, any music recorded and distributed by independent labels. Today, rather a vague definition: blanket term for different specific musical/fashion styles like grunge, etc.

## **Dr. "Doc" Martens**

British brand of workboots with reinforced steel toe and patented air-cushioned sole resistant to oil, acid, gasoline and other corrosives.

First popular among punks/skinheads, now more mainstream among YAMS: come in different styles and colors.

## **"Generation X"**

Title of a novel by Douglas Coupland, published in 1991. The author follows three characters in their twenties who decided to quit their jobs in their respective hometowns and come to the California desert in search of the meaning of life.

The book has been praised as the first to tell the story of a whole generation, the "twentysomethings." Its title is now synonymous with this part of the population: its meaning goes beyond simple demographics to incorporate the generation's disillusionment and rejection of mainstream culture and definitions of success.

### **Girbaud**

**From:** Marithe et Francois Girbaud, French designers

**Brand of casual clothes (jeans and T-shirts) with very apparent labeling. Jeans are more baggy and full-cut than traditional Levi's styles. In response, Levi's just came out with Big Jeans/Loose Fitting Jeans lines.**

### **Grunge/Skank**

**Music:** Noisy punk-like metal music. Emphasis on guitar. Originated in Seattle and Boston.

**Groups:** Nirvana, Pearl Jam, The Red Hot Chili Peppers, The Smiths, Sonic Youth, etc.

**Fashion:** Sloppy -- tattered jeans, T-shirts, flannel shirts, no suits. Long hair (although

shorter than 60's hippy length). Preferably greasy and unwashed although styling grunge style with Molding Mud is acceptable. In any case, unkempt/uncombed.

## **Hip-Hop**

**Music:** Urban-based musical style: sound evolved from influence of rap, graffiti and multi-cultural backgrounds.

**Groups:** Kriss Kross, BDP (Boogie Down Productions), Arrested Development, etc.

**Fashion:** Big-looking, brightly colored clothes. Pay tribute to African-American heritage of designers. Main brand is Cross Colors ("Clothing Without Prejudice"): once a small label, it is now sold nationwide.

## **Kriss-Kross**

**Music:** Rapping teenage duo. Achieved instant success with hit singles "Jump" and "Warm It Up" (from album "Totally Krossed Out").

**Fashion:** Cross-dressing, i.e., wearing everything back-to-front. Basic look imitates traditional gang apparel (baggy pants and shirts, baseball caps).

## **Metal**

**Music:** Similar to Metal from 80's. Loud.

**Groups:** Guns 'N Roses, Def Leppard, Metalica, Megadeth, Van Halen, etc.

**Fashion:** Black leather, bandanas, chains.

## **Rap**

**Music:** Accented dialogue over heavy, strong dance beat.

**Groups:** Ice-T, Public Enemy, etc.

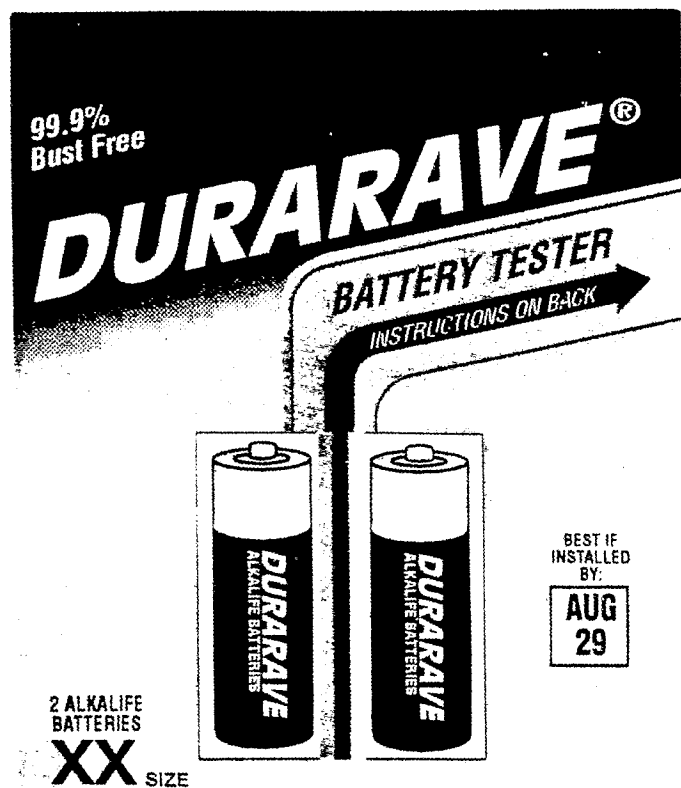
**Fashion:** T-shirts, expensive jeans (Girbaud or Guess), high-top tennis shoes, gold jewelry, baseball hats worn backwards.

## **Rave**

**From:** Rave parties

**Organized by groups of partygoers/DJ's, the time and location of the party is undisclosed until the actual day. People then call in the phone number on their invitation to find out when and where. These parties popularized**





RAVE INVITATION

**SEPTEMBER 12, 1992  
JUST DO IT!**

**Music Pleasure Controlled By**

<b>Gene Farris</b>	<b>DJ Frique</b>
<b>Swan</b>	<b>DJ Traxx</b>
<b>Whyteout</b>	<b>DJ Bine</b>

AND FROM NEW YORK  
SPINNING STRICTLY HIP HOP!!

**DUKE**

DOING IT ON A  
40,000 WATT SOUND SYSTEM

**12 HOURS OF  
COMPLETE PLEASURE,  
GUARANTEED NOT TO BE STOPPED!**

*Some Of The Best*  
Techno.....  
Hip Hop.....  
Underground Music.....

*Catastrophic Light  
Show!*

PEACE TO: VIBE ALIVE, RIPE, GRAMAPHONE, DJ INTERNATIONAL  
NITE-LIFE, GAUCHO, STATE & LAKE POSSE, AND ALL THE  
TRUE RAVERS EVERYWHERE...

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PRINT P S GRAPHICS

**huh!**


CONTAINS:  
CARBONATED BASS,  
NIGHT FRUCTOSE TECHNO  
AND/OR RAVE, POLY UNSATU-  
RATED LIGHTING, PHOSPHORIC  
ACID AND NATURAL FLAVORINGS.

**FRIDAY  
August 28**

THE NEW GENERATION MEETS AT  
112 N. GREEN ST.  
DOORS OPEN 9 P.M.

 Recyclable  
Package

15000 sq. ft.  
(20,000 MHZ)



\$7 AT DOOR  
\$6 W/GOTTA HAVE IT! INVITE

**ACME RAVE  
PRESENTS:**



DJs  
Joshua D. Werner  
Mark Farina  
Crime  
Madd  
Hector Lopez  
X  
Sergio Cruz  
R.P. Smack

Concessions by Avion, free Rave tapes, whistles and stuff  
Intelligent beaming by FAZE II, 10,000 voltz provided by FAZE

Durarave USA  
Division of  
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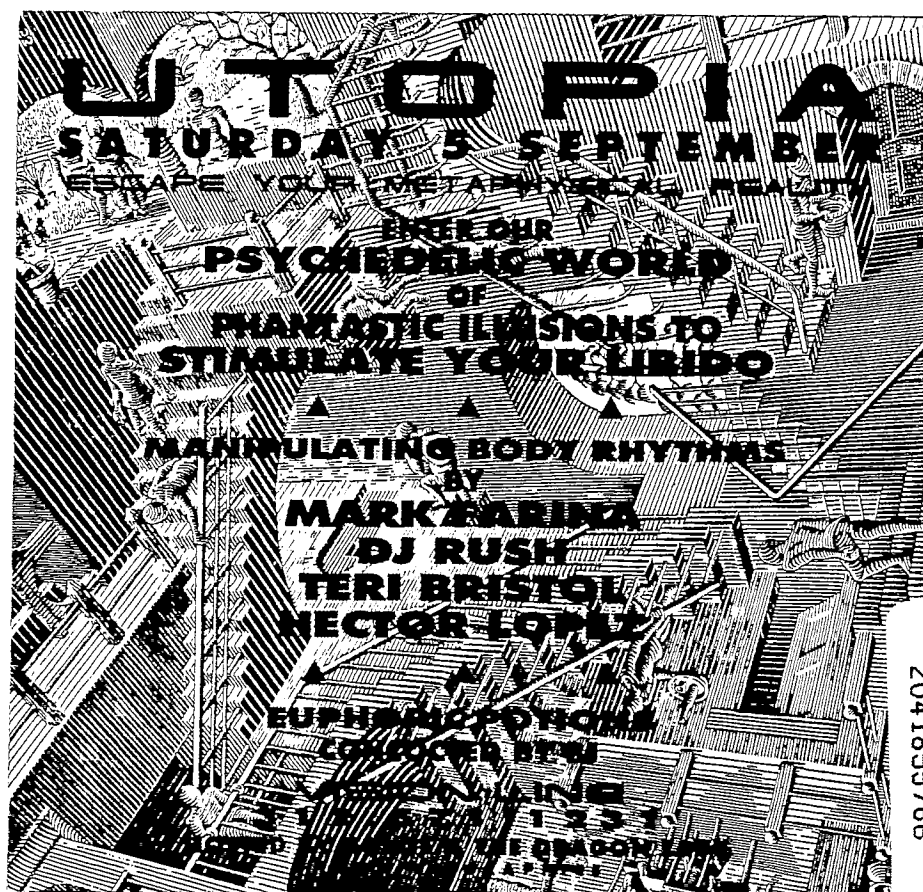
THANKS 2: ALMA E.  
ANIMATION, ACME RAVE  
NPP, DURA RAVE, JOSHUA  
D. WERNER, HECTOR  
LOPEZ, SERGIO CRUZ, R.P.  
SMACK, S.O.S., HOT JAMS,  
GRAMAPHONE, MR.  
CAYESTER, THE CRIMINALS  
AND ALL THE HARD CORE  
RAVERS THAT MAKE THE  
SCENE

COMING SOON BY ACME "McRAVE"  
PRINT P S GRAPHICS



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**RAVE INVITATIONS (Back)**



**RAVE INVITATIONS**

the use of Acid or Ecstasy, and of "smart drugs."

**Music:** Techno-house, a.k.a. (by extension) Rave. Computerized sampling with a few vocals. Very repetitive. May be more or less "hard"/pure. Lighter techno involves more lyrics and more varied melodies. Hard techno (or tekkno) is almost pure beat.

**Groups:** Technotronic, C+C Music Factory, Dee-Lite, Black Sheep, etc.

**Fashion:** 60's/70's styles (flowers, platform shoes, bell-bottoms), anything that's tight and clings. Dr. Seuss hats, horizontally striped shirts.

"Hard" house uniform also includes T-shirts, jeans and trucker's caps. Accessories: Welder's goggles, gas masks.

## "Slacker"

Title of a low-budget movie filmed in Austin, Texas by Richard Linklater, released in 1991. It achieved a cult following in art houses quickly after its release in theaters and video (and since June '92 as a book) as symptomatic of the current mood among the twentysomething generation, much like the

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book Generation X by Douglas Coupland. Conceived as a series of vignettes, the movie follows a number of people as they go about their everyday life.

"Slackers" hold no steady jobs and overall don't do much except read and go listen to their friends' bands in bars. Like "Generation X," the term has come to designate an under-thirty sensibility that rejects mainstream culture and consumerism.

### **Smart Drugs**

Introduced at Rave parties as a substitute for regular drugs. Smart drugs alter your mental state but don't make you hallucinate: depending on the chemical used, they can increase alertness, improve memory, and are even said to improve intelligence in the long run.

These drugs can go from simple nutrients (many available as powdered drink mixes in local health food stores), to prescription pills and inhalants. Smart drugs are usually compounds of ingredients that have been available for years under different forms. For example, some are just cocktails of vitamins

**and amino acids while others may be stimulants, hormones and other chemicals.**

**The surge in smart drug use has been made possible in part by the diffusion of information on pharmaceuticals and their effects available on medical databases accessible with any PC.**

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**Slacker, Richard Linklater, 1992**

**"Skank Rules," Details, 11/92**

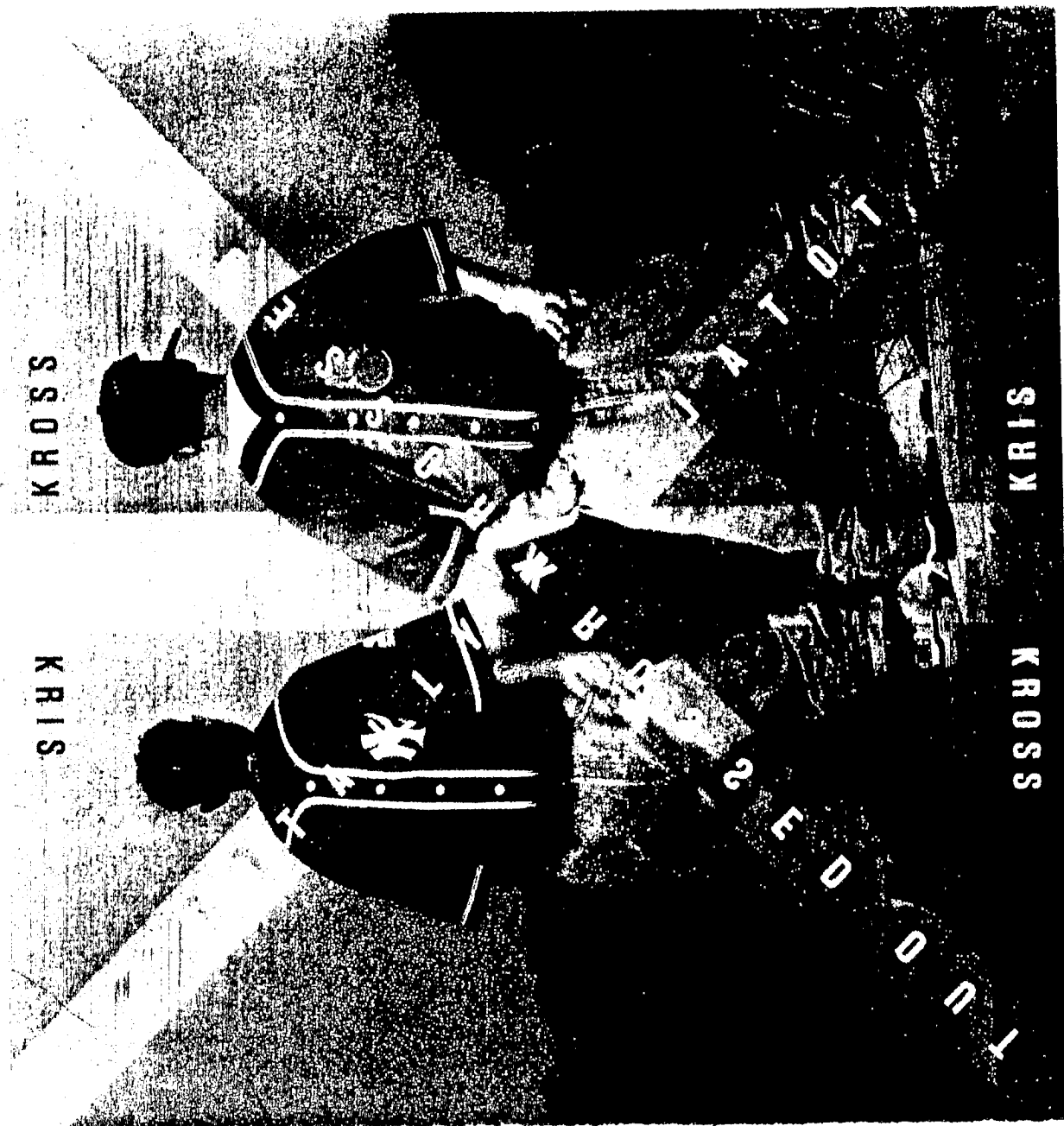
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# Fashion

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2041855772



CD Cover

Spin, 9/91

MANY THANKS TO TIM HOLAM AND LOU GULPITZ FOR THEIR SUPPORT. PHOTOGRAPHY: MICHAEL REGAL. STYLING: DAVIDE

IN THIS WORLD OF TOTAL  
CONFUSION  
WE CREAMY TALK & NOT  
WE CREAMY TALK & NOT  
THINK. SOME TALKED IT  
THERE.  
WITH NO MORE CURE  
BUT THE MESSAGE IS SEND  
AND IN THE END WILL STEAL  
AND KILL.  
POLICE TO BE BROTHERS  
LET'S BE WHAT IT UNDERSTOOD  
THAT GUN. TALKED TO  
AT THE BROTHERS FROM THE  
HOLE.

WICOPOL  
POST-DE-NATION  
ACADY  
YA DIG-YA DIG-YA DIG

CROSS CO. SUPER

*CLOTHING WITHOUT PREJUDICE*

AVAILABLE AT THESE HIPPED STORES: CANTREY, D.J.'S, UP AGAINST THE WALL, MURRY GO ROUND AND FRED REGAL, YA DIG!

2041855773

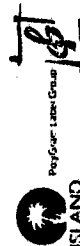
# Music

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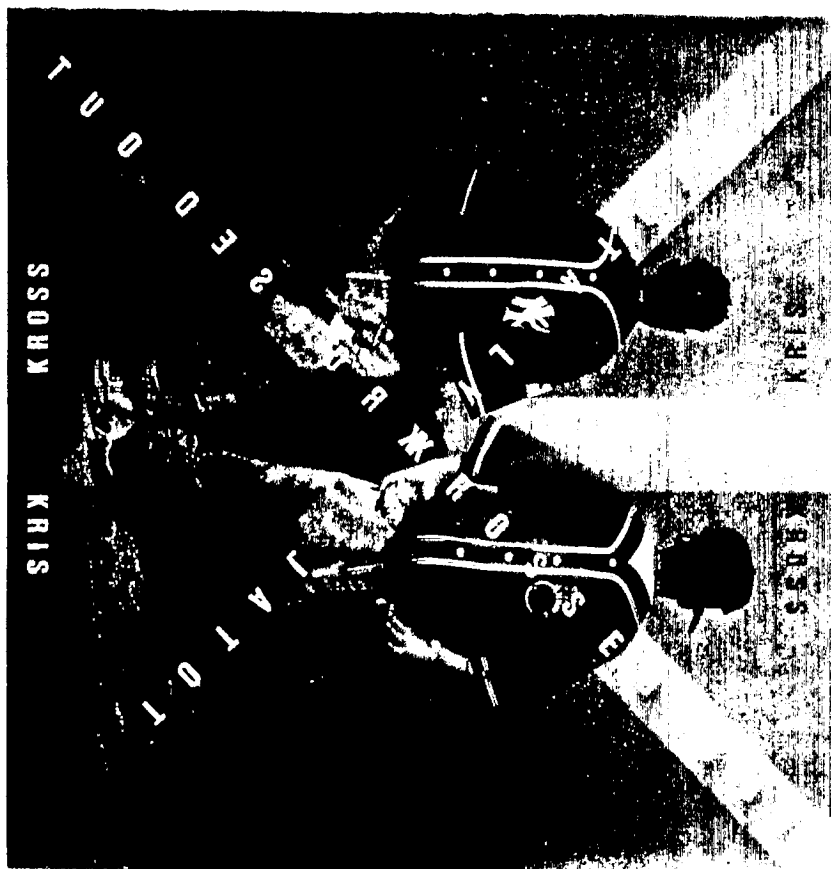
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# W. Achtung Baby



Premiere, 12/91



2041855776



DON'T TALK DOWN TO ME. DON'T  
BE POLITE TO ME. DON'T  
TRY TO MAKE ME FEEL NICE.  
DON'T RELAX. I'LL CUT THE  
SMILE OFF YOUR FACE. YOU  
THINK I DON'T KNOW WHAT'S  
GOING ON. YOU THINK I'M  
AFRAID TO REACT. THE JOKE'S  
ON YOU. I'M BIDDING MY TIME,  
LOOKING FOR THE SPOT. YOU  
THINK NO ONE CAN REACH YOU,  
NO ONE CAN HAVE WHAT YOU  
HAVE. I'VE BEEN PLANNING  
WHILE YOU'RE PLAYING. I'VE  
BEEN SAVING WHILE YOU'RE  
SPENDING. THE GAME IS  
ALMOST OVER SO IT'S  
TIME YOU ACKNOWLEDGE ME.  
DO YOU WANT TO FALL NOT  
EVER KNOWING WHO TOOK YOU?

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*Just when you think you know what it is... It's MTV. By artist Jenny Holzer.*



One in a series

2041855779

**Spin, 3/91**



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*Just when you think you know what it is... It's MTV. By illustrator Marvin Mattelson.*



One in a series.

**Spin, 6/91**

2041855780





Just when you think you know what it is... It's MTV. By illustrator Lou Brooks.

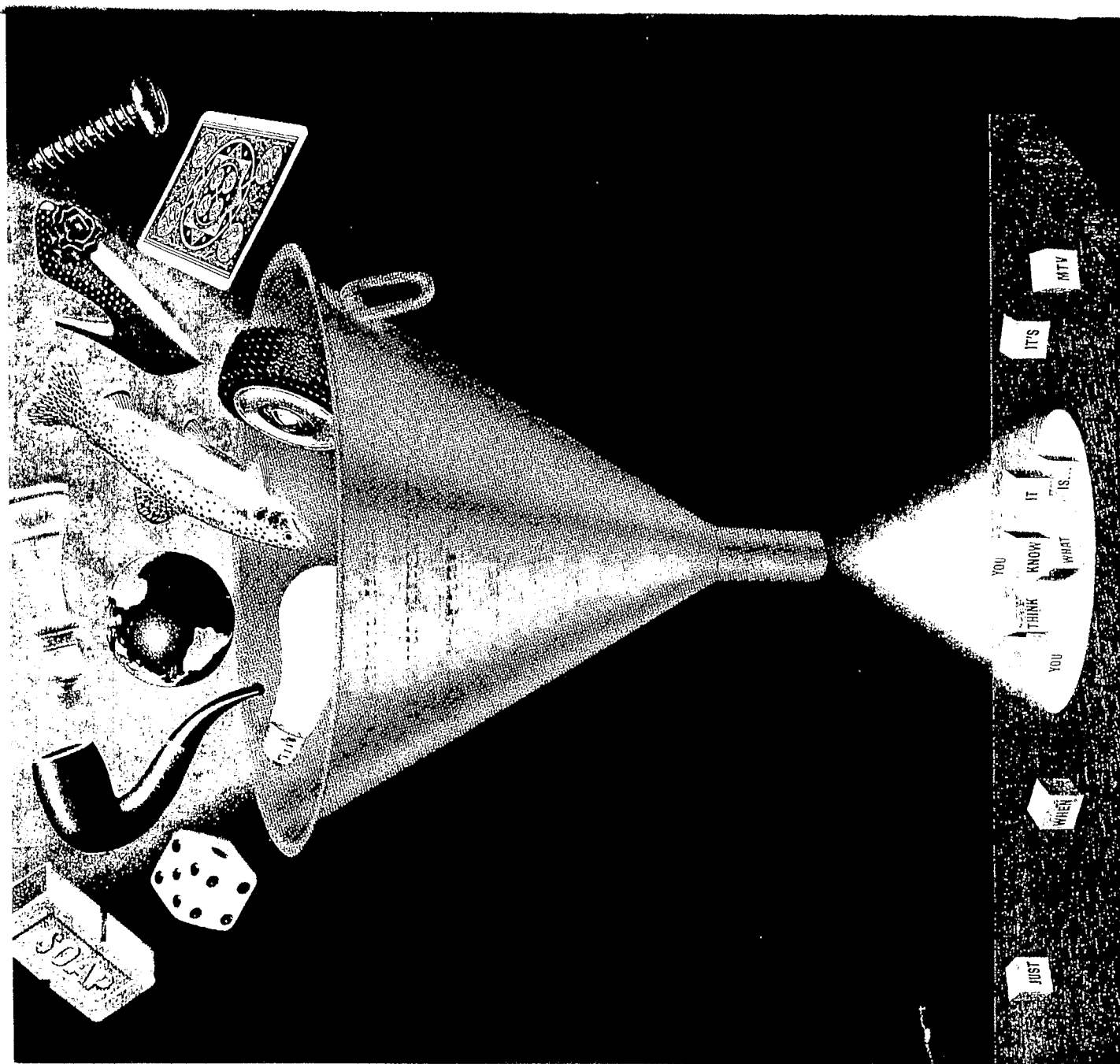


One in a series.

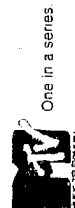
2041855781

**Spin, 6/91**

2041855782



*Just when you think you know what it is... It's MTV. By illustrator Gene Greif.*



Spin, 4/91



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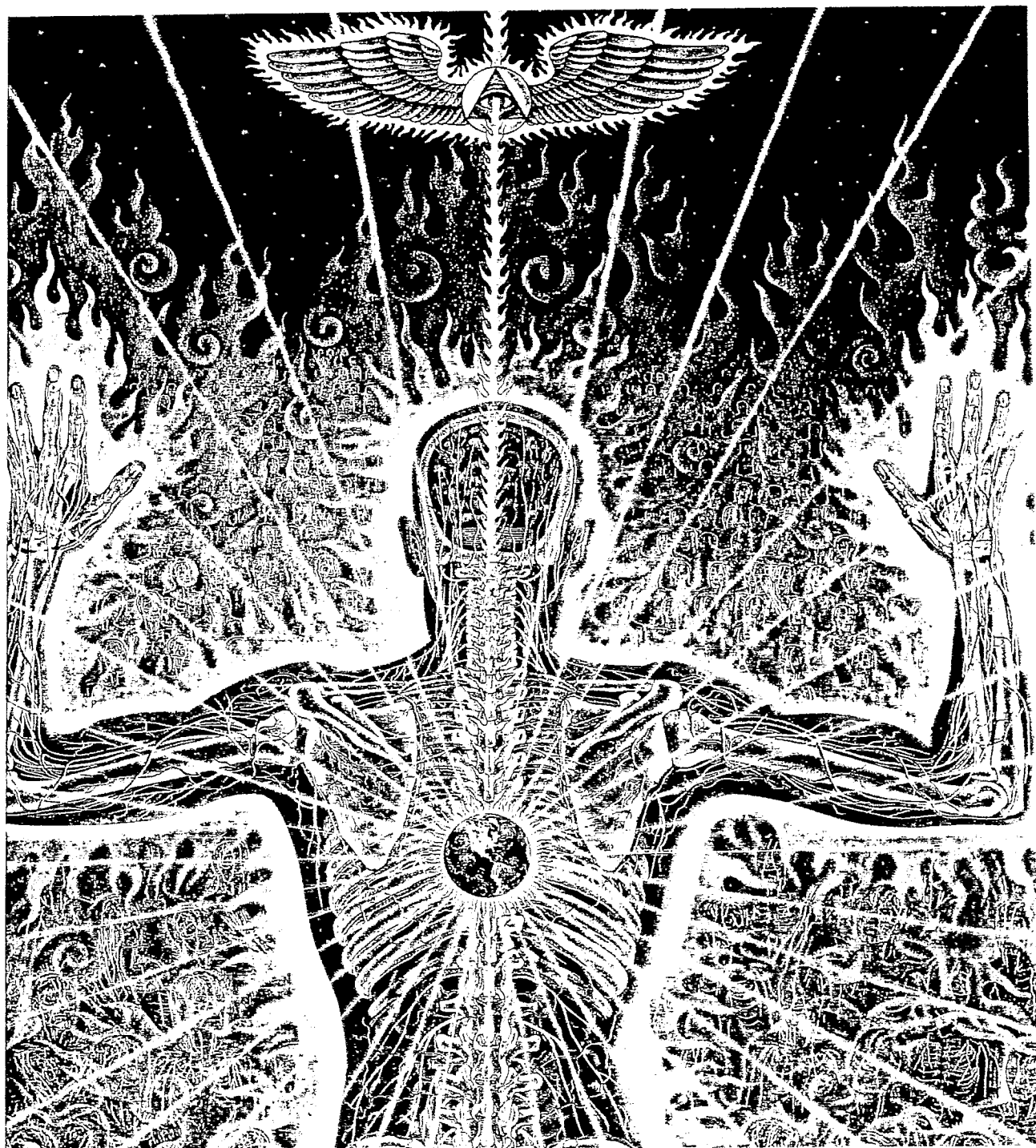
*Just when you think you know what it is... It's MTV. By photographers Robin Nedboy/Al Harp.*



One in a series

2041855783

**Spin, 3/91**



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*Just when you think you know what it is... It's MTV. By artist Alex Grey.*



One in a series.

2041855784

**Spin, 5/91**

V. WHAT'S HOT AMONG  
YOUNG ADULT MEN

2041855785

## **V. What's Hot Among Young Adult Men**

2041855786

**WHAT'S HOT AMONG MEN 18-24**

2041855787

## What's Hot Among Men 18-24

### Background/Purpose

In order to learn as much as possible about young adult (18-24 year old) male smokers for Marlboro, we took another look at an Agency Dialogue Study which was conducted among young adult men and women in 1991. The "What's Hot" among young adults Dialogue study was conducted May 28 through June 4, 1991 to gain insight into who young adults are, who they aspire to be, opinions about advertising, popular celebrities, and product usage. The young adult female data was analyzed in 1991 and was included in the Young Adult Female Smoker Study for Virginia Slims.

### Methodology/Sample

These findings are based on an analysis of 104 young adult male interviews. 55% of male respondents were 18-20 years old, 45% were 21-24 years old. They reflect a wide range of educational backgrounds: 43% were high school graduates, 42% had some college, 9% were college graduates, 9% had not graduated from high school, and 1% had post collegiate experience.

The interviews were conducted via telephone at our Dialogue facility with a national sample. Respondents were asked a series of fairly broad, open-ended questions about their attitudes and outlook on life. Specifically respondents were probed on: what they do for fun, what's most important to them, what issues or problems facing the country or world are most important, what they like about their age, what traits they admire in others, what are their goals, and their opinions about advertising.

2041855788



## Key Findings

### Who they are

Young adult males are extremely social and active. They treasure their family and friends the most and see them as the only constant during this highly transitional period between adolescence and adulthood ("They will always be there for me, no matter what"). Young men are concerned about essentially the same things everyone else is concerned about, namely, the Gulf War (1991), domestic/social problems, the environment, and AIDS.

When asked what they like best about their age, many say they like the freedom, independence, and increased opportunities (legal drinking) which come with being a young adult. However, many are glad that they are still young and don't have all of the burdens of marriage, children, bills, and full-time job responsibilities that come with being a "real" adult.

### Whom they aspire to be

More than anything else, young adult males want to be socially accepted by their peers. Elements that seem important to being accepted are being easy to get along with, confident, funny, and down-to-earth.

They want to be successful, both professionally and financially, in whatever field they choose to enter. Consequently, they admire and seek to emulate those that are respected leaders, talented (athletically, artistically, professionally), intelligent, in control of their surroundings, independent/self-reliant, and financially secure.

### What appeals to them in advertising

Young men spark to "goofy", off-beat advertising. They cite advertising that makes them instantly laugh and is so obvious that they don't have to think too much ("Fallen and Can't Get Up", Little Caesar's "Pizza, Pizza"). They also cite advertising that approaches the ridiculous or makes fun of real life situations ("Bugle Boy Jeans", "Choose a Celebrity to Ride in Your Nissan", Stainmaster Carpet "Love Encounter Spoof"). Additionally, they spark to advertising that depicts "normal/down-to-earth" people in everyday situations, ala Levi's "What do you do in your 501's" campaign.

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## Detailed Findings

### Who They Are

#### What they do for fun

When these young adult males were asked to describe the last really fun thing they did, a majority cited activities and outings with their friends and family. For some, these activities included big events like trips to Great America or other amusement parks, Spring Break, Prom, or Indy 500. For others, these activities were on a smaller scale, consisting of parties, trips to the beach, movies and concerts. (Table A)

Not surprisingly, considering that this study was conducted during the summer months, many said that a particular sport was the last really fun thing done. Sports mentioned most often included: volleyball, skiing, water skiing, softball, golf, basketball, raquetball, fishing, motocross, bike riding, and swimming. (Table A)

#### What's most important to them

When respondents were asked what the most important thing in the world was to them, most said family and friends (Table B). For these respondents, close personal ties were cited as most important because family and friends will "always be there for you, no matter what happens." Importantly, this reflects conclusions reached in previous research with young adult females. During this highly transitional and unstable period between adolescence and adulthood the only constant seems to be one's family and close circle of friends. Moreover, it is during this period that for some, particularly those who move away from home, close friends become the significant family unit.

A quarter of respondents said that their personal well-being was most important. Keys to personal well-being cited by respondents included: religion, happiness, health, financial independence, and personal freedom. Additionally, a small percentage said that school and careers were most important to them. (Table B)

#### What problems or issues facing the country and world are most important

Young adult males are concerned about the same issues as everyone else. No one issue "popped" that appeared to be solely indicative of young adult male concerns.

Not surprisingly, considering that this study was conducted during the height of the war with Iraq, problems in the Middle East topped the list of most important issues facing the country and world. (Table C)

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Other important issues mentioned by young adult males included: the environment, the economy/deficit, drugs/gangs, homelessness/starvation/poverty, national defense/nuclear arms reduction, AIDS, racism/social injustice, politics, education, abortion, and domestic violence. (Table C)

#### What they like about their age

Young adult males liked the same things about their age as young adult females. Independence/freedom topped the list, with many saying that the opportunity to make their own decisions, go away to school, and being treated like an adult by other adults were the best things about being their age. (Table D)

Many appreciated the increased opportunities being a young adult offered. This was particularly true of respondents 21 or more years old, who cited being able to drink and get into bars as the best thing about being their age. A few also mentioned increased job opportunities, ability to vote, and drive a car as the best things about being their age. (Table D)

Notably, a few thought that the best thing about being a young adult was the fact that they were still young. In other words, although they have additional privileges and responsibilities, many are not yet saddled with all of the responsibilities of adulthood such as marriage, a full time job, and children. (Table D)

#### Whom They Aspire To Be

##### Traits young men admire/seek to emulate

When asked to describe traits that make a person "cool," three-quarters of respondents said that a person's ability to be sociable was what made them "cool." Elements of sociability included: being easy to get along with, fun to be with, humorous, having the ability to express inner feelings, being down to earth, friendly, outgoing, intelligent, open-minded, confident, and an overall great personality and good attitude. (Table E)

Some also thought that a person's ability to be a good friend was what made them "cool." A good friend was described as someone who was trustworthy, dependable, easy to talk to, respectful, not too self-centered, generous, and likes the same things you do. Some said you can tell if a person is a good friend by watching the way they treat others. (Table E)

Importantly, appearance was not considered the most important cue to "coolness." Only a small percentage of respondents cited appearance as the main element that made a person "cool."  
(Table E)

Respondents were asked to name the person they admired most and describe why they admired that person. People frequently mentioned included: their fathers/grandfathers/mothers, Arnold Schwarzenegger, General Norman Schwarzkoff, Donald Trump, Magic Johnson, Wayne Gretzky, Bill Cosby, Charlie Sheen, Kevin Costner, Abraham Lincoln, Jesus, Elvis, and Albert Einstein. (Table F)

Almost half of the respondents said that they admired people primarily for the skills they possessed. Skills frequently admired included: leadership, intelligence, and various talents (athletic, artistic, and professional). Importantly, as they struggle to define and establish themselves in the world, they are finding that leadership and channelled talent are the primary determinants of success. Consequently, people they admire and wish to emulate have been successful as a direct result of their talent or leadership capabilities. (Table G)

Individual achievements were also admired, particularly those that were attained through hard work, persistence, and sacrifice. Achievers were seen as role models for these young men, people who have struggled and reached the goals they set for themselves.  
(Table G)

Some respondents admired those with an independent attitude, i.e., people who were their own persons, thought for themselves, and made their own decisions. Importantly, as they strive to claim autonomy from their parents and make a way for themselves in the world, they are using people with an independent attitude as role models. (Table G)

Respondents were asked to name their favorite celebrities from television and movies. Some of their favorite celebrities from television included (less those already mentioned): McGuyver, Ted Danson (Cheers), Bart Simpson, Woody Harrelson (Cheers), John Larroquette (Night Court), and Bruce Willis (Moonlighting).  
(Table H)

Favorite celebrities from film included (less those already mentioned): Richard Gere/Julia Roberts (Pretty Woman), Mel Gibson, Steven Seagal, Sylvester Stallone, Robert DeNiro, Patrick Swayze, Harrison Ford, Emilio Estevez, Eddie Murphy, John Wayne, James Dean, Al Pacino, and Jack Nicholson. (Table I)

In addition to admiring the skills/talents and other traits (see above), sense of humor was an important factor in selecting a favorite celebrity. Additionally, celebrities were admired for their versatility, believability, and genuine/down-to-earth attitudes. (Tables J and K)

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## Goals

Three-quarters of respondents cited career aspirations in response to the question of what they would be doing five years from now. Some planned to be attending graduate or professional schools, while others planned to be in a secure job whether it be working for themselves or someone else. Many respondents anticipated making substantial amounts of money and securing financial independence. (Table L)

Comparatively, the same proportion of young adult women cited career aspirations (3/4). However, one-third of young women planned to have a successful career and family life, while only 17% of young men anticipated success in both areas. Young adult males' emphases were primarily on their career with no mention of family. Only 4% of young men mentioned starting a family/marriage alone as a five year goal. (Table L)

## What Appeals to Them In Advertising

When asked to describe their favorite ads, many respondents favored "goofy/ridiculous" advertising, with most of their favorite ads falling in this genre (Table M). Ads frequently mentioned included: "Clap-on", "Fallen and Can't Get Up", "Where's The Beef", Little Ceasars "Talking Dog", Little Ceasars "Pizza, Pizza", Isuzu "Lying Salesman", Stainmaster Carpet "Love Encounter Spoof", 7-up "Spot", Grey Poupon "Two Rich Guys", the Arby's "Old Movie Spoof", "Energizer Bunny", "Bugle Boy Jeans", and "Choose a Celebrity to Ride in Your Nissan." (Table N)

Not surprisingly, some respondents favored ads with sports celebrities (Table M). Most notable in this genre were ads by Nike and "old" Miller Lite "Jock" advertising (Table N). Others favored beer ads featuring ice cold "mirages" and fantasies, ala "Swedish Bikini Team".

Some respondents mentioned that they preferred ads which featured real people doing everyday things (Table M). One ad which received frequent mentions in this area was the Levi's "What do you do in your 501's" campaign. (Table N)

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## APPENDIX

2041855794

TABLE A

LAST FUN THING DONE

	%*
	N=104
<u>Hanging out with friends and family</u>	<u>52</u>
<u>Sports Activity</u>	<u>42</u>
- Skiing/water skiing (9%)	
- Volleyball (7%)	
- Golf (5%)	
- Softball	
- Raquetball	
- Fishing	
- Motocross	
- Basketball	
- Baseball	
- Swimming	
- Running	
- Pool	
- Soccer	
- Canoe racing	
- Cliff diving	
- Paint pellet	
- Tennis	
- Bike riding	
- Sailing	
<u>Misc.</u>	<u>6</u>

\* Allow for duplication

TABLE B

MOST IMPORTANT THING IN THE WORLD

	%
	N=104
<u>Family and Friends</u>	<u>51</u>
- Family (26%)	
- Wife/Girlfriend (10%)	
- Friends (8%)	
- Baby/Child	
<u>Personal Well-Being</u>	<u>28</u>
- Religion (9%)	
- Happiness (6%)	
- Health (6%)	
- Financial Independence	
- Personal Freedom	
<u>School And Career</u>	<u>16</u>
- School (6%)	
- Career/Job (6%)	
- Future	
<u>Miscellaneous</u>	<u>5</u>

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TABLE C

WHAT PROBLEMS FACING THE COUNTRY AND THE WORLD NOW DO YOU THINK  
ARE MOST IMPORTANT

%\*  
N=104

Social

85

- Drugs (14%)
- Homelessness (14%)
- Famine/hunger (11%)
- Prejudice/Injustice/Racial Discrimination (6%)
- AIDS (5%)
- Welfare/Poverty
- Education
- Decline in morals
- Abortion
- Trash
- Death or Domestic Animals
- Gangs
- Health of the President
- Suicide
- ERA/Equal Rights
- Illiteracy
- Gun Control
- Homosexuality
- Cancer
- Domestic Violence/Child Abuse
- Health Care/Insurance
- Human Rights
- Unemployment
- Censorship in the Arts
- Restrictive Laws
- Materialism
- Crime Rate
- Alcohol Abuse

TABLE C

MOST IMPORTANT PROBLEMS (cont'd.)

	%*
	N=104
<u>Political</u>	<u>46</u>
- War in the Middle East (26%)	
- Defense Nuclear Arms Reduction (7%)	
- Politics (5%)	
- Health of the President	
- Relations with the Soviet Union	
- Taxes	
- Democrats	
- Domestic Policy	
- Fall of Eastern Bloc Barriers	
- Republicans	
<u>Environmental</u>	<u>25</u>
- Global Warming	
- Oil Spills	
- Ozone	
- Pollution	
<u>Economic</u>	<u>18</u>
- Economy/Deficit (16%)	
- Trade Embargo Between U.S. & Japan	
- My Salary	

\* Allow for duplication

TABLE D

WHAT DO YOU LIKE ABOUT YOUR AGE?

	%*
	N=104
<u>Independence/Freedom</u>	<u>40</u>
<u>Increased Opportunities</u>	<u>40</u>
- Get Into Clubs/Drink (22%)	
- Job Opportunities	
- Right To Vote	
- Able To Drive	
<u>Still young/don't have</u>	
<u>all adult responsibilities</u>	<u>17</u>

\* Allow for duplication

TABLE E

WHAT MAKES A PERSON COOL?

%\*  
N=104

Sociable

75

- Easy to get along with (14%)
- Great personality (14%)
- Good Attitude (14%)
- Confident (14%)
- Fun To Be With (13%)
- Humorous (10%)
- Outgoing (10%)
- Friendly (9%)
- Way they act and talk (9%)
- Intelligent
- Positive self-image
- Nice
- Ability to express their feelings
- Open-Minded

Good Friend

18

- Way they treat people (7%)
- Does things for others (4%)
- Respectful (4%)
- Trustworthy
- Dependable
- Not too self-centered
- Easy to talk to

Appearance

16

\* Allow for duplication

TABLE F

PERSON ADMIRIED MOST

%\*  
N=104

Actors

21

Arnold Schwarzenegger (4%)  
Richard Meyer  
John Wayne  
Bruce Willis  
Tim Leery  
Vince Neil  
Clint Eastwood  
Superman  
Bill Cosby  
Harry Anderson  
Charlie Sheen  
James Dean  
Kevin Costner  
Spike Lee

Historical Figures

20

Robin Hood  
Ghandi  
Churchhill  
Abraham Lincoln  
George Washington  
Theodore Roosevelt  
General George Patton  
Jesus  
Einstein  
British Generals  
Martin Luther King, Jr.  
Thomas Edison  
Ronald Regan

John F. Kennedy  
Abraham Lincoln  
Dwight Eisenhower  
Successful Business Men  
Donald Trump  
Steve Jobs  
Lee Iacola

TABLE F

PERSON ADMIRE MOST (cont'd.)

$\frac{3}{4}$   
N=104

Athletes15

Magic Johnson  
Lou Gerring  
Jackie Robinson  
Ricky Henderson  
Dale Murphy  
Steve Argent  
Walter Payton  
Wayne Gretsky  
Michael Jordan  
Don Mattingly  
Babe Ruth  
Bo Jackson  
Sinjin Smith

Family9

Dad (5%)  
Granddad  
Grandma

Musicians7

Jimmy Hendrix  
Jim Morrison  
Garth Brooks  
Vanilla Ice  
Elvis Presley  
John Lennon

\* Allow for duplication

TABLE G

WHY PERSON ADMIRE

%\*  
N=104

<u>Skills</u>	<u>42</u>
<ul style="list-style-type: none"> <li>- Talent (23%)</li> <li>- Intelligent (18%)</li> <li>- Leadership (13%)</li> </ul>	
<u>Strength &amp; Individual Achievement</u>	<u>37</u>
<ul style="list-style-type: none"> <li>- Hard Work (14%)</li> <li>- Sacrifice (10%)</li> <li>- Role Model (6%)</li> <li>- Stood up for what he believed in</li> <li>- Committment to Family</li> <li>- Persistence</li> <li>- In Control</li> <li>- Set Precedents</li> <li>- Knows where he comes from</li> </ul>	
<u>Independent Attitude</u>	<u>11</u>
<u>Really Cool</u>	<u>3</u>
<u>Physical Appearance</u>	<u>2</u>
<u>Micellaneous</u>	<u>5</u>

\* Allow for duplication

TABLE H

FAVORITE TV STAR/CHARACTER

Ted Danson (Cheers) (6%)  
McGuyer (5%)  
Bill Cosby (5%)  
Bart Simpson (5%)  
Woody Harrelson (Cheers)  
Burse Willis (Moonlighting)  
Sam (Quantum Leap)  
John Laroquette (Night Court)  
Cherry Chase  
Ed O'Neil (Married With Children)  
Michael J. Fox (Family Ties)  
Jan Michael Vincent (Airwolf)  
Jasmine Guy (Different World)  
Kirsty Allen (Cheers)  
George Wendt (Cheers)  
John Luke Brecars (Star Trek: Next Generation)  
Tony Danza (Who's The Boss)  
Kirk Cameron  
Craig T. Nelson  
Steve Irkle  
Brandon Walch (90210)  
Robin Williams  
Steve Vai  
Gilligan  
Mickey Mouse  
Bull (Night Court)  
Odie (Garfield)  
Burt Reynolds (Evening Shade)  
Heather Locklear (T. J. Hooker)  
Dana Carvey (Saturday Night Live)  
Fred Savage (Wonder Years)  
David Letterman (Late Night With)  
Jerry Lewis  
Jim Belushi (Saturday Night Live)  
Rosanne Barr  
Cindy Crawford (MTV House Of Style)  
Bugs Bunny  
Tom Selleck (Magnum P.I.)

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TABLE I

FAVORITE MOVIE STARS

Kevin Costner (10%)	Arman Asante
John Wayne (10%)	Charles Bronson
Steven Segal (9%)	Marilyn Monroe
Arnold Schwarzenegger (9%)	John Belushi
Bruce Willis (6%)	Fred Astaire
Julia Roberts (5%)	Julie Andrews
Sylvester Stallone (5%)	Cary Grant
Harrison Ford (5%)	Sean Connery
Jack Nicholson (5%)	Mickey Doral
Robert DeNiro	Johnny Depp
Richard Gere	Jean Claude Van Damme
Mel Gibson	Richard Dreyfus
Patrick Swayze	Bobcat Goldwaite
Charlie Sheen	Kurt Russell
Harrison Ford	Tom Hanks
Emilio Estevez	Al Pacino
Eddie Murphy	James Dean
Christian Slater	Humphrey Bogart
Andrew Dice Clay	Robert Redford
Bill Murray	Jimmy Stewart
John Cusack	Michael Keaton
Bill Cosby	Michael Douglas
Robin Williams	Whoopie Goldberg
Woody Allen	Paul Neuman
Denzel Washington	Gregory Peck
Chuck Norris	Wesley Snipes
Steve Martin	Billy Crystal
Clint Eastwood	Goldie Hawn
Nicholas Cage	Brian Bosworth
Robert Fonda	John Cleas
Charlton Heston	Richard Pryor

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TABLE J

WHAT IS LIKED ABOUT FAVORITE TV STAR/CHARACTER

%  
N=104

Personality51

- Sense of Humor (31%)
- Down to Earth (5%)
- Really Cool
- Good Attitude
- Sarcastic
- Offbeat
- Wild
- Crazy
- Mischievous

Skills14

- Good Actor (4%)
- Resourceful
- Always in control
- Versatility

Appearance3Individual Achievements2

TABLE K

WHAT DO YOU LIKE ABOUT FAVORITE MOVIE STAR?

%\*

N=104

Skills

62

- Good Actor (43%)
- Versatility (13%)
- Strength (11%)
- Does own stunts
- Believable

Personality

31

- Funny (19%)
- Cool Guy (5%)
- Good Attitude (5%)
- Respects himself and his work
- A normal person
- Honest
- Sophisticated
- Carefree

Independent Attitude

13

- Tough (5%)
- Different
- Outlaw/Ruthless

Appearance

7

TABLE L

WHAT WOULD YOU LIKE TO BE DOING 5 YEARS FROM NOW?

%\*

N=104

Career Aspirations

72

- Making Money (14%)
- Graduate/Professional School (7%)
- Secure Job (7%)
- Own my own business (4%)

Family and Career

17

- Settled down (6%)
- Married and Successful

Goofing Off (i.e., travelling)

7

Be Married/Family

4

\* Allow for duplication

2041855808

TABLE M

WHY FAVORITE AD LIKED

%\*  
N=104

<u>Funny/Corny</u>	<u>55</u>
<ul style="list-style-type: none"> <li>- Funny (28%)</li> <li>- Cheesy/Corny (5%)</li> <li>- Parody</li> <li>- So stupid it was funny</li> </ul>	
<u>Liked characters in ad</u>	<u>27</u>
<ul style="list-style-type: none"> <li>- Sports figures featured (6%)</li> <li>- Cute kids</li> <li>- Cute animals</li> </ul>	
<u>Fantasy/Creative</u>	<u>22</u>
<ul style="list-style-type: none"> <li>- Dog riding skateboard</li> <li>- Sand mirage</li> <li>- Swedish bikini team</li> </ul>	
<u>Different/Attention Getting</u>	<u>12</u>
<ul style="list-style-type: none"> <li>- Interrupted other commercials</li> <li>- Stuck out</li> </ul>	
<u>Showed real people doing real things</u>	<u>4</u>

\* Allow for duplication

TABLE N

FAVORITE ADS

Budweiser/Budlite (Spuds) (14%)	Bugle Boy Jeans
Miller/Miller Lite (10%)	Life Savers
Energizer (10%)	Levi's 501 Jeans
Nike (8%)	Taco Bell
Pepsi/Diet Pepsi (76%)	7-UP
Little Ceasars (4%)	Snuggle
Pizza Hut (4%)	Wendy's (Where's the beef)
Grey Poupon (44%)	Yellow Pages
Mountain Dew	Squirt
Ziplock	McDonald's
Clapper	Coke
Alka Seltzer	Mustard Commercial
Cub Foods	Stainmaster Carpet
Dr. Pepper	Old Milwaukee Beer
MacIntosh Computers	Nissan 300 Turbo 5x
Cheer	Coors Light
Minute Maid	Reach Toothbrush
Oscar Meyer Bologna	Wheaties
Kentucky Fried Chicken	Sprite
Vlassic Pickles	Milk
Friskies Cat Food	Raid
Meow Mix Cat Food	UPS
Kibbles & Bits Dogfood	M & M's
Plaque Remover	Xerox Copiers
Life Cereal	Army
Hoffman Furniture	Arbies
Hawaiian Punch	

TABLE O

FAVORITE COMEDIAN

Eddie Murphy	Gallagher
Robin Williams	Howie Mandel
Andrew Dice Clay	Robin Harris
Bill Cosby	Richard Pryor
Billy Crystal	Amazin Johnathan
Pauly Shore	George Carlin
Steven Wright	Bobcat Goldwaite
Arsenio Hall	Louis Anderson
Red Skelton	Gary Shandling
Sam Kinison	David Letterman
Damon Wayans	Whoopi Goldberg
Mark White	Jay Leno
John Candy	Monty Pythan Cast
Leslie Nielsen	Chevy Chase
Tim Conway	Bill Murry

TABLE P

STAR WHO IS REALLY SEXY

Julia Roberts	Phyllicia Rashad
Kim Basinger	Lea Thompson
Paula Abdul	Brigitte Nielson
Elle McPherson	Vanna White
Cheryl Tiegs	Kelly LeBrock
Michelle Pfeifer	Christie Brinkley
Rosanne Barr	Cybil Sheppard
Cindy Crawford	Ellen Barkin
Marilyn Monroe	Elizabeth Shoe
Jamie Lee Curtis	Demi Moore
Audrey Hepburn	Christina Applegate
Janet Jackson	Winona Rider
Molly Ringwald	Kelly Applegate
Nicolette Sheridan	Paulina Boriscova
Priscilla Presley	Mark Harmon
Madonna	Sheena Easton
Heatheer Locklear	Elizabeth McGown - McGovern
Darryl Hanna	Jasmine Guy
Kirstie Alley	Gina Davis



TABLE Q

FAVORITE MUSICIAN

Alternative Rock

Black Crowes  
Suicidal Tendencies  
Physical Graffiti  
Living Color  
REM  
Exploited  
Janes Addiction  
Damn Yankees  
Jim Croce  
The Cure  
Deep Purple  
Restless Heart  
Camelions  
Pet Shop Boys  
EMF  
The Happy Mondays  
Razors Edge  
Love & Rockets  
Faster Pussycat  
English Beat  
The Damned  
Depeche Mode  
Alice in Chains  
Shock  
The Pogues  
The Lightning Seeds

Classic Rock

Pink Floyd  
Led Zeppelin  
Jimmy Hendrix  
Lenard Skinnard  
Styx  
ZZ Top  
Meatloaf  
The Eagles  
The Romantics  
Moody Blues  
Grateful Dead  
Bob Dylan  
Jethro Tull  
Jimmy Buffett  
Aerosmith  
James Taylor  
Crosby, Stills & Nash  
The Doors

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TABLE Q

FAVORITE MUSICIAN (cont'd.)

Soft Rock/Top 40

Chris Isaak  
Paula Abdul  
Robert Plant  
C&C Music Factory  
Amy Grant  
Mariah Carey  
Phil Collins  
Joe Cocker  
Bruce Springsteen  
Peter Gabriel  
John Cougar Mellenkamp  
Madanna  
The Police

Rap

L. L. Cool J.  
Public Enemy  
MC Hammer  
Too Short  
Vanilla Ice  
O.G. Style  
Beastie Boys  
2 Live Crew  
Ice Cube  
Boogie Down  
Productions  
Ice T  
NWA  
Easy E

Country

Garth Brooks  
Alabama  
Hank Williams Jr.

R & B/Soul

Boyz 2 Men  
Another Bad Creation  
Otis Redding  
Bell Biv Devoe  
Oleta Adams  
Marvin Gaye

TABLE Q

FAVORITE MUSICIAN (cont'd.)

Heavy Metal

Anthrax  
 Van Halen  
 Motley Crue  
 Scorpions  
 Guns & Roses  
 Triumph  
 Rush  
 Queens Ryché  
 Trickster  
 AC/DC  
 Ozzy Osbourne  
 Slaughter  
 The Cult  
 Metallica  
 Slayer  
 Warrant  
 Def Leppard  
 Empire  
 Kiss  
 Extreme

Miscellaneous

John Michael Talbot  
 5th Avenue  
 Strunz & Farah  
 Gary Moore  
 Joe Satroni  
 Eric Johnson  
 Sound Garden  
 Stan Getz  
 Pavrotti

TABLE R

FAVORITE MAGAZINES

<u>Athletic</u>	<u>Automotive</u>
Sports Illustrated	Hot Rod
Bicycling	4 Wheel
Cycle World	Hot VW
Sporting News	Road & Track
Surfing	Car & Auto
Volleyball Monthly	Mini Trucking
Inside Sports	Car & Driver
Muscle & Fitness	Truckin'
Dirt Bike	Car Craft
<u>Scientific/Industry/Trade</u>	<u>Fun/Comic</u>
Progressive Architecture	Madd Magazine
Popular Science	Fangoria
Discover	Dragon
National Geographic	RIP
Successful Farming	Powder
<u>News &amp; Business</u>	<u>Electronic/Computer</u>
Time	Mac World
U.S. News & World Report	Stereo Review
Forbes	Compute
Newsweek	Popular Electronics

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TABLE R

FAVORITE MAGAZINES (cont'd.)

Outdoors

Field & Stream  
Outdoor Life  
Outside Magazine

Mens

Playboy  
Skin Diver  
Penthouse

Music

Spin  
Rolling Stone

Fashion

GQ  
Spiegel

Miscellaneous

Readers Digest  
Guitar School  
Watch Tower  
Ebony  
Essence  
People

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TABLE S

FAVORITE BOOKS/AUTHOR

Classics

Huck Finn - Mark Twain  
Native Son - Richard Wright  
Catch 22 - Joseph Heller  
Crime's Punishment - Tolstoy  
Moby Dick  
Cat In The Hat - Dr. Seuss  
Of Mice And Men  
The Bible  
Albert Camus  
Lord Of The Flies  
The Prophet  
The Hobbit - J.R. Tolkien  
Jack Caruwach  
The Outsiders  
To Kill A Mockinbird  
1984/Animal Farm-George  
Orwell  
James A. Michener  
Shakespeare  
Catcher In The Rye  
John Steinbeck  
The Road Less Travelled  
Canterbury Tales  
Don Quixote  
The Natural

Adventure/Mystery

Louis Lamor  
Ayn Rand  
Margaret Weiss-Hickman  
Hunt For Red October-Tom Clancy  
Steven Spielberg  
Presumed Innocent  
Dark Force  
V.C. Andrews  
Dragon Lance  
Lost Babylon  
Red Dragon  
Hardy Boys Series  
Winter Kill  
Agatha Christie - Lonesome Dove  
James Bond

TABLE S

FAVORITE BOOKS/AUTHORS (cont'd.)

Autobiographical/Biographical

Magic Johnson  
Bo Jackson  
Sam Walton  
Dave Dravecky  
Zig Zigler  
Hollywood Henderson  
History of Dr. Poshura

Horror/Science Fiction

Stephen King  
Issac Asimov

Non-Fiction

Coin Magic

Don't Know/Miscellaneous

Piercing The Darkness  
Mario Puzzo  
Dear Cont  
Peter Straub  
Scarecrow  
Black Heritage  
Carlos Costanada  
Jack Padem  
Larry Bond  
Alan Dean Foster  
James P. Blaylock  
George Durand  
Shirley Mohat  
Toni Morrison  
David Eddings  
Allister Crolley  
Rebecca (by Demornay)

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